

NOVEMBER, 1914

ELECTRICAL MERCHANDISE AND SELLING ELECTRICITY

Published by THE RAE COMPANY. Publication Office, Brattleboro, Vermont

New York Office, 17 Madison Avenue



The Sun Never Sets on FEDERAL signs

This photograph shows the effect of the German bombardment of the French town of Papeete, on the Island of Tahiti, 150 degrees West Longitude, 29 degrees South, in the Pacific Ocean.

The Federal Sectional Sign has come through the bombardment unscathed and in good condition after three years' revenue producing service. It compels forceful consideration of the fact that these Federal porcelain enameled steel sectional letter signs are as permanent an investment as the Central Station's generating plant and distributing system, and, in addition, they are directly revenue producing.



(COURTESY OF THE INTERNATIONAL NEWS SERVICE 1914)

While you are curtailing your line extensions, consider our sectional letter sign rental proposition as the best means to secure profitable business on existing lines. Don't hesitate. INVESTIGATE.

Federal Sign System (Electric)

NEW YORK
1790 Broadway

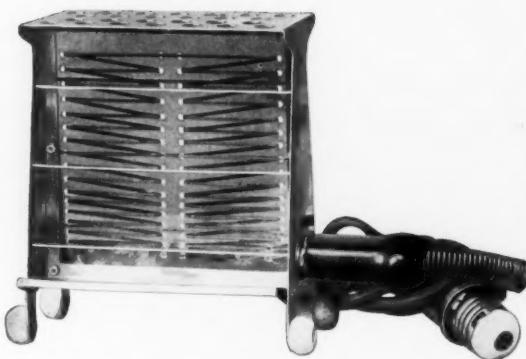
CHICAGO
Lake & Desplaines Sts.

SAN FRANCISCO
257-269 Eighth St.





Five-Cup Percolator
\$5.00



Radiant Toaster
\$2.50

Christmas Leaders

HERE are the leaders you need to get people coming to your store. Two new types added to the line of Westinghouse Electric Ware at popular prices. Both the percolator and the toaster have the quality that has made Westinghouse Electric Ware the Standard of excellence.

Westinghouse Christmas Advertisements

will appear in six magazines having a combined paid circulation of 2,820,000. That means that over 12,000,000 people will see the advertisements.

To assist in your local publicity we have prepared an extensive and beautiful assortment of dealers helps, helps that you will be glad to use when you see them. Send for samples at once.

Orders are being filled now for these two leaders and other Westinghouse Electric Ware in larger quantities than ever before. Get your orders in early.

Westinghouse Electric & Mfg Co. East Pittsburgh, Pa.

Atlanta, Ga.
Baltimore, Md.
Birmingham, Ala.
Bluefield, W. Va.
Boston, Mass.
Buffalo, N. Y.
Butte, Mont.
Charleston, W. Va.
Charlotte, N. C.
Chicago, Ill.
Cincinnati, Ohio
Cleveland, Ohio
Columbus, Ohio
Dallas, Texas
Dayton, Ohio.



Denver, Colo.
Detroit, Mich.
*El Paso, Texas
*Houston, Texas
Indianapolis, Ind.
Joplin, Mo.
Kansas City, Mo.
Louisville, Ky.

Los Angeles, Cal.
Memphis, Tenn.
Milwaukee, Wis.
Minneapolis, Minn.
New Orleans, La.
New York, N. Y.
Omaha, Neb.
Philadelphia, Pa.

Pittsburgh, Pa.
Portland, Ore.
Rochester, N. Y.
St. Louis, Mo.
Salt Lake City, Utah
San Francisco, Cal.
Seattle, Wash.
Spokane, Wash.
Syracuse, N. Y.
Takoma, Wash.
Toledo, Ohio.
Washington, D. C.
*W. E. & M. Co.,
of Texas

Requisition for Christmas Advertising Matter

Mail this to our nearest district office or agent jobber

Westinghouse Electric & Mfg. Co.
Please send me the following:

Christmas folders for mailing
Christmas folders for counter
Dorothy cut-outs for window
Christmas street car cards
Billboard posters
Paper wreaths for window
Newspaper ad sheet

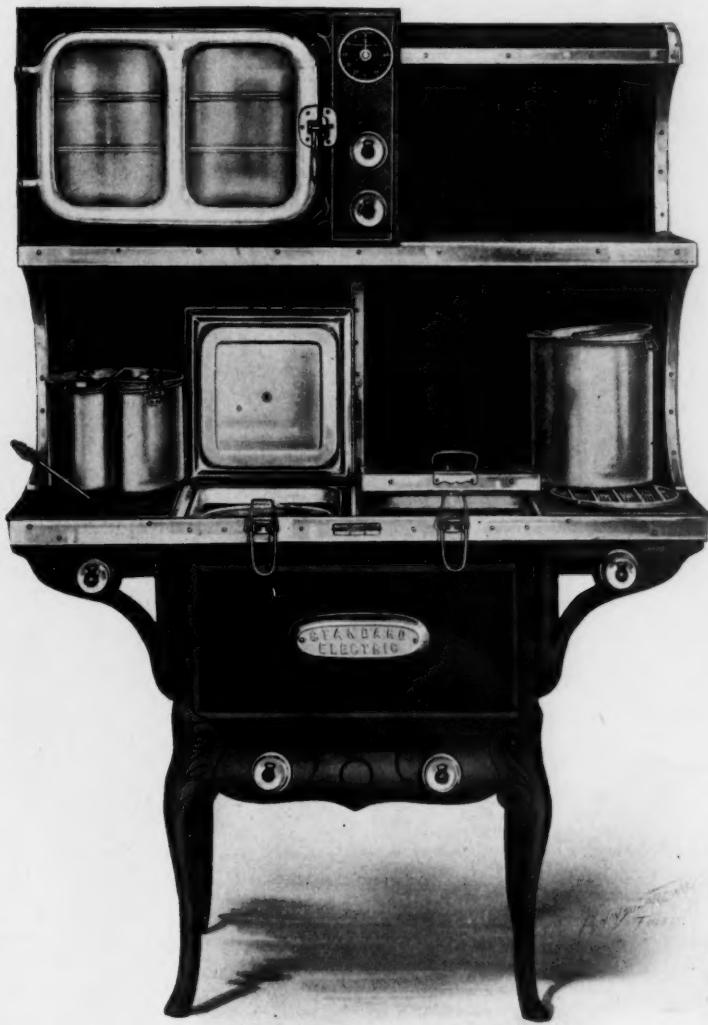
Imprint these as follows:

Signed:

Approved by District Office:

The STANDARD is a PRACTICAL Electric Stove

A Practical Housewife Can Do ALL Her Cooking on
This Stove and Her Practical Husband Will Be GLAD
To Pay The Electric Bills



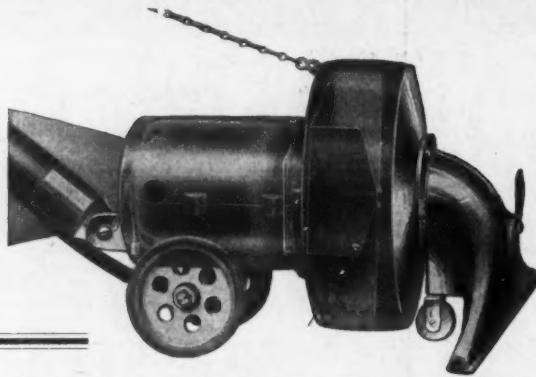
We have reduced electrical cooking to a **practical** basis. We have designed and **proven** an electric stove that people of moderate means can afford to **buy and use**.

We have also reduced the process of **selling** electric stoves to a practical basis. We have evolved and proven a sales campaign that **will** sell stoves in your territory. Your co-operation in this plan of campaign may be nominal, active or aggressive, as you please.

Let us send you catalog giving detailed description of the Standard and **line of 11 different models** which we manufacture. Let us send you outline of the selling campaign.

Electric cooking is the **next big** commercial development in the central station industry. Get the facts and **know** whether or not the proposition fits with **your** local conditions.

The Standard Electric Stove Company,
Toledo, Ohio



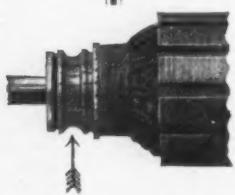
An X-ray picture showing the simple construction of the Magic. Just an electric motor and a 6-inch turbine fan enclosed in an aluminum case. No mechanism to get out of order. Weight 12 pounds; height 7½ inches; length 12 inches; width of nozzle, 12 inches.

“THE MAGIC” The Trouble-Proof Suction Cleaner

Any clever solicitor can *sell* electric cleaners. The new-business *manager's* problem is to make them *stay* sold, without losing all the profits on repairs, replacements and trouble-shooting. The MAGIC solves that problem. For the MAGIC is trouble-proof—absolutely. It's all in the motor. The MAGIC has a compensated auxiliary winding. This type reduces commutator wear to an irreducible minimum. Also it costs nearly twice as much as the motors used on other cleaners of comparable size. The special design, and the extra care, finer materials and truer testing incorporated in this motor insures *you* against the exasperation and expense of complaints and repairs.

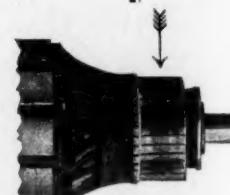
Here is the Proof

In an endurance test of continuous operation day and night, between the MAGIC and two other well-known cleaners, the commutator of the motor on one of the other makes wore down 1/32 of an inch in 150 hours; the commutator on the other was worn out at the end of 500 hours. (See cut No. 1.) The commutator on the motor of the MAGIC Cleaner showed no perceptible wear after continuous operation for 3,000 hours.



CUT NO. 1
The commutator of competing cleaner, worn out at end of 500 hours' continuous running.

And when the MAGIC was stopped at the end of 5,000 hours' continuous running, the wear was hardly perceptible, and the cleaner was nearly as good as new. (See cut No. 2.)



CUT NO. 2
The commutator of Magic Cleaner, after 5,000 hours' continuous operation. Wear hardly perceptible.

Investigate the MAGIC *critically*. Put it through *any* test you please. The more thoroughly you investigate, the surer you will be that the MAGIC is the *only* practical cleaner for a central station to handle.

Where such tests have been made, the MAGIC has been adopted—one central station alone buying and selling over 1000 of our machines within the past six months. Let us tell you *why* they bought them and *how* they sell them.

INNOVATION ELECTRIC COMPANY, Inc.

585-589 Hudson Street, New York, U.S.A.

ELECTRICAL MERCHANDISE AND SELLING ELECTRICITY

Edited by FRANK B. RAE, Jr.

EARL E. WHITEHORNE, Managing Editor

Practical Development of Vehicle Business

Fifth Annual Convention of the Electric Vehicle Association of America Sends Important Message to New Business Men



HE dominant note of the fifth annual convention of the Electric Vehicle Association of America, held at the Bellevue-Stratford Hotel, Philadelphia, October 19, 20 and 21, was that of practicality.

Definite work of a sort which every central station commercial department can apply locally has been done. More of the same practical nature is being planned. With an income possibility estimated by Mr. James H. McGraw as being above \$200,000,000 per annum, the electric vehicle is out of the tentative class of possible outlets for electrical energy and becomes a very vital factor in every new business man's present work.

The Philadelphia convention emphasized this fact strongly. The almost 500 delegates who attended left with a determination to "go after" vehicle business in a big way—to cast off hesitation and doubt and reach promptly for the large profits it involves.

The opening session of the convention was marked by the reading of a letter from the President of the United States.

It is a pleasure to extend my greeting and best wishes to the members of the Electric Vehicle Association of America, and to express my earnest wish that their industry and all those which are connected or associated with it may prosper. It is my sincere hope that the business men of America may find for themselves and for their employees in the coming months that reward for every legitimate and intelligent endeavor which they seek and which through their skill and energy they deserve.

Cordially and sincerely yours,
Woodrow Wilson.

The address of President Smith followed a word of welcome from the Mayor. After reviewing the work of his administration, most of which work is covered by the accompanying abstracts of papers presented at the meetings, President Smith, turning to the future, said:

In view of general conditions, the output of electric vehicles during the past year is satisfactory, the industry showing a healthy growth. It is unfortunate that authentic

figures are not available. In the majority of cases registration records do not separate the figures as between electric and other motor vehicles. This condition suggests

future, it is not difficult to prophesy good business for our industry with general prosperity in sight.

The adoption of the electric commercial vehicle to new fields has met with marked success during the past year, particularly in the case of municipal apparatus. It has made good in the hauling of ice in the West Indies and has entered Australia and Japan. It has successfully solved the problem of moving broken lot shipments in railroad yards, thus replacing the switch engine in this work. Improvements are noticeable in winch equipped trucks. Improvements in trucks for use in hilly cities have also been made. The electric tractor is now used to a considerable extent. In fact, the electric commercial vehicle, using the term broadly and including all sorts of applications, is firmly established.

The moderate price delivery wagon is here, one manufacturer exhibiting a 750-pound wagon for small tradesmen, such as bakers, grocers, laundrymen, etc., at \$875.00. An interesting plan of garaging for individual vehicles is included in the selling plan. Other developments are to be expected in this direction, for there is unquestionably an opportunity for a large volume of business among small buyers.

In the passenger field a number of important improvements have manifested themselves. There has been some development through the year in a somewhat lower priced car.

There is a continued downward trend in the rate per kilowatt hour for electric vehicle battery charging.

In New York City, for instance, the average rate over a period of about three years has decreased in the neighborhood of 25 per cent and after November 1st, the minimum guarantee will be reduced from \$25.00 to \$10.00 monthly. From a purely economic standpoint the electric is now the superior of the horse in practically every class of service where properly applied.

I predict for the electric vehicle for both the passenger and commercial field continued and increasing popularity with the purchasing public and for the industry a lasting prosperity.

The Electric Vehicle Association of America should be a contributing factor to this condition.



Frank W. Smith President E. V. A. A.

some standardization of method, so that we may have exact information as to these increases.

When one turns to the consideration of the

THESE PAPERS, PRESENTED AT THE ELECTRIC VEHICLE CONVENTION SHOULD BE READ BY EVERY CENTRAL STATION NEW BUSINESS MAN

Report of the Committee on Parcel Post Delivery James H. McGraw, Chairman

Report of the Garage and Rates Committee John F. Gilchrist, Chairman

Special Applications of Electric Trucks F. Nelson Carle

Power Wagon Operation in Central Station Service W. A. Manwaring

Stimulating Electric Vehicle Progress James H. McGraw

Report of the Committee on Central Station Cooperation W. W. Freeman, Chairman

Report of the Committee on Operating Records William P. Kennedy, Chairman

The Cost of Electric Vehicles George H. Kelly

Electric Vehicle Performance Robert B. Grove

The Electric Industrial Truck (A symposium)

The convention was not slow in getting down to serious work. The meetings assembled promptly: each speaker was attended with interest: the discussion was crisp and to the point. The serious tone of the meetings, and the applicability of the Association's work to the new business movement as a whole, is adequately shown in the papers here abstracted.

Stimulating Electric Vehicle Progress

By JAMES H. McGRAW

It is as much within the province of companies selling electrical energy to supply it for moving freight and merchandise as for other power applications, yet the project has never been taken up seriously enough by them to realize the significance of its comparative value with the load now sought in their routine channels. If anything like the same amount of energy as is now directed to secure and maintain the lighting load or the industrial power load were made effective to secure transportation load this latter might become the dominant direction in which electrical energy would be supplied.

It requires but little observation to discover that the field has enormous scope. The total annual rail tonnage for the past eight years has averaged over a billion and a half. At least one-third of this finally reaches our principal cities and is carted there at least twice over a distance of one mile—a minimum of one billion ton-miles per annum. If the public service electric companies secure this business their profit would be enormous.

It is generally conceded that the freight tonnage reaching cities is handled many times over, but assuming as above that it was simply handled once from the railway to business premises and afterwards to the consumer, the above one billion ton-miles at an average energy consumption of five kwh per ton-mile, would at the 4 cent rate reach a total figure of \$200,000,000 per annum. This equals very nearly the total gross income of all central stations now engaged in business in the United States and if this tonnage was handled for one additional mile the revenue would practically equal the total gross income of all electric railway organizations in the country.

The attitude of the majority of central station organizations is favorable towards the advancement of electric vehicle projects, but it is plain that the central station effort is not at all in keeping with the enormous vehicle load which stands practically at its doors.

What the situation really needs is a much more serious recognition of the business features of the entire project. It should be taken in hand with purely selfish motives. "There's millions in it"—should not only be a working slogan, but the underlying conviction of those who own or control central station properties.

It seems astounding that with the administrative talent which has been concentrated upon all the large communities in this country to sell electricity for illumination, for industrial purposes, and for city rail passenger transportation, the plain and practical project of transporting the immense freight tonnage in cities by means of central station energy should be neglected and almost ignored.

Special Applications of the Electric Truck

By F. NELSON CARLE

The electric truck reached a standardized basic design in 1906, and no radical departures from it have found permanent

favor from an operating standpoint. The importance of this initial standardization should be appreciated. But even with approved fundamental design, the industry made the mistake of reaching for special business instead of producing in quantities, chassis which would be used in large numbers.

Generally speaking, the twelve principal fields for the commercial electric are as follows: dry goods, grocery, express, brewing, packing, general manufacturing, textile, public utility, haulage, industrial trucking, coal and ice, and municipal.

I claim that manufacturers have made a mistake in not concentrating upon standard vehicles for these principal trades and leaving the special to follow quantity production on the standard types, but, after all, specialization is but a form of expansion. While it would be better for the industry if we could precede it by quantity production on the standard types, the rapid increase of special apparatus is the measure of our progress.

Beginning with 1911 developments in special designs followed each other very rapidly. The industrial truck, the battery truck crane, the street sprinkler, the electric tractor, several types of fire apparatus and the trackless trolley car, were among the apparatus developed, to be shortly followed by the electric "mule" (lumber tractor) the cotton tractor, street cleaning tractor, etc.

I want to emphasize the successful adaptation of various types of electrics to new lines of work without altering in essentials the standardized design. Our company at one time built a different type of brewery truck for about every brewer. A little mutual cooperative work has developed a standard keg truck, a standard bottle beer truck and an elastic platform type for beer barrels. The body may vary, but the essentials are the same. Recently the Van Owners Association of New York decided on a standard van body of 90 cubic feet, thus doing away with the lengthened chassis made necessary for those who thought they needed a box car on rubber tires. There is hardly a problem of body design, of dumping mechanism or of speed which cannot be settled by a little spirit of give and take between the buyer and maker, and in most cases the buyer will have a chassis with interchangeable parts and known operating efficiency.

The problem of extreme temperature has been overcome. In the Philippines, Japan, Brazil, etc., the effects of intense heat on motor and battery have been successfully met. In Canada and the west, electrics are being successfully operated in zero temperatures which absolutely tie up gasoline trucks. Recently, the electric truck has had unqualified success in hilly cities. We know how to put the electric through sand. There is no power operated dumping body so satisfactory as one electrically controlled. The advantages of electric vehicle fire apparatus are attracting a lot of attention. Electrically propelled municipal apparatus of all types—ambulances, patrol wagons, construction and supply wagons, street flushers, sanitary carts, snow plows, and similar equipment—is rapidly increasing in use.

Every draft horse is an isolated plant. The hand truck pushed by the irresponsible alien is another. So is the mule on the lumber tramway, and the industrial locomotive. It should be a source of satisfaction to consider that while for years yet its chief mission will be to deliver merchandise, the electric truck can and does rise to emergencies, allowing itself to be moulded to the ever increasing special needs of industry and commerce.

The Electric Industrial Truck

This paper is a symposium to which the Automatic Transportation Company, Elwell-Parker Electric Company, General Vehicle Company and C. W. Hunt Company, contributed exact data on the actual operation of small industrial trucks on piers, at railway terminals, on the shipping platforms of industrial plants and in inter-plant transportation.

These data are of particular interest to central station commercial men because of the wide application of this type of truck and the numerous opportunities offered for placing them on central station lines. It has been pretty definitely shown that "wherever material is handled the industrial truck may be advantageously applied." With the facts and figures made available by this paper, any reasonably resourceful central station salesman can carry a prospective customer to the point of asking for exact figures on his own requirements, and when that point is reached the manufacturers can be depended upon to close the business.

Committee on Garage and Rates

The important contribution of this committee is the data on charging facilities along the route of the Lincoln Highway. This is complete as far as the Mississippi River; beyond that point only fragmentary reports were procurable. A map of the route is given with this report, upon which all charging points are indicated. Excepting a hard stretch of 123.2 miles between Chambersburg and Greensburg, Pennsylvania, the Lincoln Highway is practicable to electrics from New York to Cedar Rapids. Undoubtedly the efforts of the Association will, within the next year, fill in the one serious gap and extend the route at least as far as Omaha.

Mr. E. W. Lloyd, general contract agent of the Commonwealth Edison Company of Chicago, contributes to this report some interesting data on the battery maintenance systems used by electric cab companies in Berlin. There are 600 electric taxicabs in Berlin and the system of handling is effective in prolonging battery life and giving efficient service.

Electrics in Central Station Service

By ROBERT B. GROVE

The object of this paper is to present in a concise manner the performance of the electric vehicles in the service of the United Electric Light and Power Company of New York City. The customers of the company are distributed over a territory of 22 square miles. The equipment of the company consists of 27 cars and the most accurate records have been kept of their costs and performance. These records are tabulated under the following headings:

General Information: rated capacity of vehicle in pounds; manufacturer of vehicle; department of company used by; class of service; report covers period from . . . to . . . ; number of vehicles reported; investment per vehicle; age of vehicle in days; description of battery; description of tires.

Performance per Vehicle: miles traveled; kwh consumed; days actually used; work days out of commission; per cent days used.

Expense per Vehicle: (Operating Charges) lubricants, electricity at 4 cents per kwh; battery renewals, tire renewals, repairs, painting; (Fixed Charges) garage rent, garage labor, registration of vehicle, chauffeur's license, driver, helper, sundries; (Overhead Charges) amortization, interest on investment, insurance fire, insurance liability, administration.

Educating the Public

By F. C. HENDERSCHOTT

To summarize the points of such a campaign:—

1. Carefully compile a list of prospective purchasers which experience in the sale of the electric vehicle has shown to be best prospects.

2. Printed matter such as booklets, charts, etc. should be sent to this list with the view to

- (a) interesting the prospect
- (b) creating a desire

Such printed matter should be supplemented by personal letters and other forms of communication as might seem desirable.

3. A carefully trained force of salesmen should quickly and effectually follow up every inquiry which is received from prospective purchasers.

4. As the list of prospective purchasers includes women, or as a car is oftentimes purchased at the request of the women of the family, in communities where such an expense can be justified, a woman demonstrator should be maintained among the sales force.

5. Careful use should be made of users of electric vehicles in the community in which the educational campaign is made.

6. The educational campaign may be extended to other lists after a sufficient number of electric vehicles have been sold in a given community. At the beginning of a campaign, however, effort should be concentrated on best prospects.

7. Ease of operation, life of the electric vehicle, convenient charging stations, low rates for current and every other point upon which prospective purchasers would desire to carefully inform themselves should be given special attention both in the printed matter used and by the salesmen.

8. Inquiries should be carefully classified to avoid attempting the sale of a high priced, luxurious car to a prospect who is interested primarily from the standpoint of economy and service.

9. For commercial vehicles careful compilations should be made of the different lines of industry which are now using the greater number of electric commercial cars and data should be carefully compiled showing why the electric car has made rapid progress in such lines of industry.

10. Educational campaigns should not be spasmodic but should be inaugurated at proper seasons and vigorously and constructively carried on. Once inaugurated, educational work should become a fixed feature in the policy of every Central Station and should be just as carefully directed as are subjects of illumination, power, etc.

A Practical Project to Secure Authentic Cost of Operating Commercial Electric Vehicles

By WILLIAM P. KENNEDY

This paper after pointing out at length and with great particularity, the inaccuracy of all previous efforts whatsoever to secure reliable data on vehicle operating costs, outlines the commendable project of *The Electrical World* to supply this acknowledged lack.

The efforts of the McGraw organization cannot fail to be of practical value along these lines.

Central Station Cooperation

The present attitude of central stations is quoted in the report of Committee on Central Station Cooperation as follows:

Those who aggressively promote sales

by the exclusive use where possible of electric vehicles in their own business, and by advertising and other methods encourage their use by others 10%

Those who passively assist in sales when requested or spasmodically show interest 50%

Those who make no effort either of their own initiative or when requested, but at the same time do not condemn the use of electrics 35%

Those who, from some remote past experience, actually preach against the use of electrics 5%

Probably the most effective means of promoting real cooperation is to have a local organization as a medium of intimate relationship between the central station and all others interested in the electric vehicles in each given territory. Nothing will so stimulate a true spirit of cooperation as associated effort in devising plans and methods for producing results. Effort along definite lines will not only avoid misunderstandings, but will produce effective cooperative results.

All the manufacturers agree that the most practical plan of cooperation which the central station companies can adopt is the securing or maintaining of adequate garaging facilities. It is urged that central stations, where necessary, maintain garages of their own where electric vehicles of all types will receive equal attention and care.

It is obvious that favorable rates for current will assist in making sales, and hasten the development of the electric vehicle business, and it is recommended that this fact be borne in mind by the central stations.

Report on Parcel Post Delivery

The electric vehicle for parcels post and mail delivery has not been receiving at the hands of the Postal Department the consideration which it should be accorded.

To properly bring the attention of authorities at Washington to this subject, a consulting engineer was retained to visit Washington. From information thus gathered our Directors believe that the authorities will very gratefully receive our cooperation, and that of the National Electric Light Association, in view of the immense cooperation which the Department would gain throughout the country in the successful conduct of parcel post operations.

Realizing the necessity for missionary material of a literary character, which would make known to all those cooperating with us and those identified with the Post Office Department whom we desired to interest, a pamphlet dealing with the subject, known to all of you as "The Electric Vehicle in Parcel Post Service for Economy and Reliability" was prepared.

As soon as this pamphlet was in readiness and before its distribution, we invited Mr. J. A. Edgerton, Purchasing Agent, Post Office Department, to discuss the advisability of sending this to departmental officials and others as a means of placing our purposes before all concerned. Mr. Edgerton heartily concurred in our plans and materially aided us.

Your Committee immediately issued letters and a copy of the booklet to the Members of this Association; to the President and his Cabinet; the Senate and House of Representatives; State; Treasury; War; Navy; Post Office; and Interior Departments; Departments of Justice; Agriculture; Commerce; Labor; and Civil Service, including the Interstate Commerce Commission; United States Assistant Treasurer;

Superintendent of Mines; Collectors of Customs at the principal ports of the country; four Generals of the General Staff of the Army; and to the Admiral of the Navy; also to the Appropriation for Supply Committee; Finance Committee; Post Office and Post Roads Committee of the Senate; The Appropriation Committee, and Post Office and Post Roads Committee of the House of Representatives. In addition to Official Washington a letter and a booklet were sent to all the Postmasters of the country in cities having a population of ten thousand or over.

The National Electric Light Association Committee sent two copies of the booklet, with letter, to all members of their Association to a number approximating thirteen hundred, acquainting them generally with reference to this development and soliciting their support in bringing the matter to the further attention of their United States Senators and Congressmen.

We extended the campaign to Canada by inviting the Canadian Electrical Association to take up our propaganda and received at once its cooperation.

The vast body of responsive correspondence which has resulted from these efforts constitutes remarkable evidence of the impetus which can be given to this or any similar project for advancing the extensive use of the electric. It must be recognized that the road to ultimate accomplishment is a long distance ahead. In opposition to our project there is a strong predisposition among minor Post Office officials to use gasoline automobiles. It will take a few years of continuous effort on the part of all of us to succeed.

Your committee has secured analysis undertaken by the Post Office Department to determine the parcel traffic in each of fifty of the principal cities for specific periods. We have sent this information to the lighting companies in each of these cities, and have asked them to appoint one or two of their young men to make research of the existing conditions at their post offices advising us of their findings from time to time and posting us in advance of the expiration of the local contracts, so that we can bring pressure to bear upon the consideration of electric vehicle employment in the new contracts to be awarded. Thus it will be seen that in addition to all the cooperating influences which we have at work on the general project, we have fifty sets of active energetic young men concentrating upon their local cases in a manner which will not only aid the general campaign but which will bring home to their own organizations the rewards of their efforts.

As indicated above, we recognize that this is but the opening chapter of a very comprehensive and a very worthy campaign.

Executive Secretary's Report

Mr. Albert Jackson Marshall, whose position of Executive Secretary was created in February of this year, submits a report of progress of which the Association and the industry may well be proud.

Membership in the E. V. A. has increased over 100 per cent within the year. There are now 102 central stations holding membership, 32 manufacturers, 751 individuals, and 14 sectional organizations.

The greater part of the executive office work has been formative, but a great deal of progress has been made in the acquisition of data and in winning the cooperation of other organizations engaged in the promotion of electrical development. Much publicity work has been done, both within and without the industry.

Your Share of the Christmas Spending Money

Adopt the Slogan, "Give Something Electrical." It Means Additional Appliance Sales



IVE Something Electrical." That slogan, spread broadcast in any city, will double the appliance business between now and Christmas.

This year, as never before, people will give useful, practical serviceable gifts. Times are not hard, but people are more thoughtful in spending. They will spend almost as much as in former years, but they will spend it more sensibly. Gifts of luxury will give place to gifts of utility. The old man will not give mother a diamond stomacher, neither will he present her with a ton of coal. He will select something halfway between the extremes.

Nothing combines the essentials better than electrical wares. They are useful, surely, but they have just the touch of luxuriousness needful to an appropriate gift. Their variety and price range is such that at least several electrical gifts may well be included in every Christmas shopping list. It is distinctly in the province of the central station man to see that this happens.

It must be understood, at the outset, that the thought of giving electrical appliances is rather new to the average person. And it is not an idea that "takes hold" instantly. When you say, "Give Something Electrical," most people instinctively think of an electric flatiron or a buzz fan. The range of choice is not commonly realized. This fact must be reckoned with and a sustained campaign devised which will, by reiteration, overcome the first impression and lead the public to a second and serious consideration of the proposition.

The "Give Something Electrical" campaign is strongest when planned upon a co-operative basis and every force in the local electrical field aligned in mutual effort. The dealers, contractors and others interested in the sale of electrical goods should be made to understand that the effort is to make the public give *something* electrical, and not simply give the appliances handled by the central station. In cases where the central station does not sell appliances, this part of the problem is simplified.

As to the methods and expense of such a campaign, both are within the reach of even the small-town plant. A few dollars, or a few hundred, or a few thousand, can be invested to advantage, the actual amount depending upon the size of the field covered. The methods in any case are wholly simple.

The first step is to adopt the slogan: "This Christmas—Give Something Electrical."

A rubber stamp of this slogan can be had for a few cents. A new, bright, red ink pad and an office boy are all the material necessary to stamp this slogan on all bills, on the backs—or even the face—of all envelopes used for local distribution, on letterheads, on everything that goes out of the office and is seen by a possible or actual consumer. Give a duplicate stamp to the cashier, and when he receives a bill, instruct him, also, to stamp it, "Give Something Electrical." Stamp it on the backs of solicitors' cards. Stamp it on all advertising circulars that are distributed, on all the manufacturers' booklets and leaflets that lie in your display room.

Buy a duplicate stamp for every con-

tractor in town and tell him how to use it. Tell him all the different ways it can be made to contribute to the success of the campaign, and stand over him while he stamps up a bunch of material. Don't expect a circular letter to accomplish anything. Make sure by a personal solicitation that he understands what you are doing what you expect him to do, and how you, both expect to profit. Arouse his enthusiasm. If he has no latent enthusiasm, arouse his cupidity.

A reproduction of the slogan as here printed can be made by any engraver for fifty or seventy-five cents, and electrotypes then procured for a few cents each. Scatter the slogan through the newspapers—five or ten different places in the same issue—each occupying a couple of inches, single column. Don't bother to put the company name under it. Simply tell folk, "This Christmas—Give Something Electrical." They can't do it without benefiting you. Show the contractors and dealers that by this unsigned advertising you are helping them all to sell appliances—all kinds of appliances, no matter by whom made or

facturers now-a-days issue innumerable attractive leaflets and booklets written for popular consumption. With the slogan strongly in evidence, you tie in the manufacturers' arguments with the Christmas idea.

Special Christmas booklets also are to be purchased from the Commercial Section of the National Electric Light Association and from The Rae Company in New York. Each of these booklets is designed solely to persuade the public to give something electrical. They do not attempt to promote any manufacturer's goods, but show how many attractive electrical gifts are available. Such a booklet may well be sent to every consumer, commercial as well as residential, and in addition, a quantity should be purchased and given to each electrical dealer for him to give out. Buy dealers' booklets in blank and he can rubber-stamp his own imprint on them, which makes them very inexpensive—of course, those distributed by the central station should have a printed imprint.

Another effective use of the slogan is to print it on fairly thin paper, in poster type, four to six inches high and paste on the inside of the display windows—both your own and the dealers'—about six feet above the sidewalk so that it can't fail to be seen, yet, at the same time, being out of eyerange when the passerby stops to examine the goods displayed. This trick is used by the big syndicate stores and is evidently very successful.

All of these ideas are cheap to put into effect and do not involve any special work or require special talent. The whole proposition simmers down to literally plastering the town with the slogan, "This Christmas—Give Something Electrical."

For the next sixty days, every person who buys a gift for the holiday season should be constantly reminded that electrical gifts are appropriate, welcome and relatively inexpensive. While selfish interest might dictate that we specify *what* to give, the force of the campaign lies in urging the public to buy *something* electrical to give. We can afford to be liberal. If the public is persuaded to give electrical gifts instead of other gifts we will all profit. And they can be so persuaded. Try it.

E. V. A. Entertainment

The program of entertainment of the Electric Vehicle Convention at Philadelphia included the following features:

Personally conducted tours, visiting the Curtis Publishing Company plant and the Wanamaker Store; moving pictures by the picture film committee; suburban and park tour, with lunch at the Whitemarsh Valley Country Club; Vaudeville, written, staged and acted by Members of the Philadelphia Electric Company; dancing; a visit to the Navy Yard and other points of interest, including Independence Hall, Liberty Bell, Carpenters' Hall, Betsy Ross House, Franklin's Grave, Christ Church and the U.S. Mint.

The entertainment committee consisted of Messrs. J. Crawford Bartlett, Chairman, Charles Blizzard, Emlen S. Hare, John Meyer, Washington Devereux, and Frank S. Marr, assisted by Mrs. Jos. B. McCall, Mrs. R. L. Lloyd, Mrs. A. W. Young, Mrs. Fred B. Neely, Mrs. J. C. Bartlett and Mrs. Homer E. Niesz.



handled. You are not favoring anybody. Nobody can get sore and "knock."

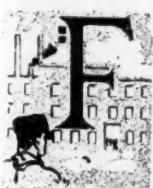
Have printed a number of cards, say six by nine inches in size, with the holly leaf border and bearing simply the slogan. These are about a suitable size for placing on display tables and counters among the electric appliances. Get enough so that any contractor or dealer who will use them can have all he wants. They are cheap, but if generously used, every person who enters any electrical goods store will be reminded of the fact that the goods displayed make appropriate and welcome Christmas gifts, and people will look at the appliances with this thought in mind—will wonder what *they* can give.

Along similar lines, have some larger cards printed, of a size to use in the street cars and bearing the slogan at either end. In the space between the slogans, specific appliances can be advertised. These cards also, with simply the slogans printed on, can be used for window cards, the local sign-writer lettering in the special announcements desired. Give these cards also, to the contractors for their windows. Being "neutral" and not referring to anybody's special brands, all can use them. Their value lies in the constant, everlasting reiteration of the slogan.

Distribute booklets describing appliances suitable for gifts, and have these all rubber-stamped or printed, "This Christmas—Give Something Electrical." The manu-

Advertising Your Organization

Rockford Electric Company Puts the Personalities of Its Sales Force Before the Public and Scores a Success



FOR a long time, folk had an idea that the soulless corporation—the impersonal "company" in which individuality and humanity were negative qualities—was the ideal and ultimate form of business organization. Men were to become mere cogs in a machine. Personal initiative, as expressed in any irregular or unauthorized transaction with, or statement to a customer, were

perts. They know the house-wiring game from A to Z. They specially trained themselves in this business. Each has satisfied customers now using electric light." The company kept itself in the background; it pushed the men right up into the spotlight and then led the applause.

This first big display advertisement was coincidentally used also as a street car card.

"The day after this half page came out, everybody who met the boys or anyone else connected with the company, spoke about



MR. McMILLAN wants you to read this letter from one of his customers:

July 9, 1914.

Rockford Electric Co.,
Rockford, Ill.
Gentlemen:

Last month I gave you a contract to wire my house at 1332 Elm St., for electric light, and you carried out your end of the contract so well and your method of dealing is so liberal and satisfactory, that it gives me pleasure to recommend you to any one contemplating having their house wired.

Yours truly,
H. G. MICHAELSON.

Better Telephone 276 Either Phone and get an estimate on the cost of putting in Electric Light.

Rockford Electric Co. Electric Bldg.
S. Wyman St.

taboo. Rules, routine and red tape seemed to presage and compel a sodden mediocrity upon the part of all but a favored few. It really looked, for a while, as though we were all to become a part of the "system," to be designated by numbers and wear livery, if not stripes.

But latterly, the pendulum has been swinging back. Business has learned that its most vital assets are not capital, nor franchises, nor monopoly, but men. "All rules and methods are subordinate to personality," a great Boston merchant is quoted as saying. This does not mean that the individual is bigger than the business but that the business depends upon individuals, and the stronger those personalities become, the stronger the business.

Mr. A. C. Martin, commercial manager of the Rockford Electric Company, is a believer in getting the personal touch into business. His department contained four live wires, and he decided that the public should know these men as *men*—not simply as jobholders on the company payroll. So he ran a month's advertising campaign, which was centered about his organization; he advertised not his product, but the personalities behind the product. The campaign made good.

The first advertisement was a half page in the newspapers headed, "Do You Know These Four Men?" and showing photos of Messrs. H. C. McMillan, Nester Lindstrom, W. H. Rush and J. W. Parr, each designated with his territory. The ad did not list the men as hirelings: it stated, "They are ex-

introduced himself, the prospect looked from him to the ad and said, "Well, I guess it is you, all right. This picture in the advertisement looks just like you."

"We had many inquiries where the prospects asked to have the man in a certain territory call and give an estimate. The men say that this advertising made it a great deal easier for them to sell, as their prospects seemed to know them and opened up the conversation on more friendly terms."

The first newspaper and street car broadside was followed by three-column, six-inch ads, each featuring one of the men separately and giving him credit for being a dominating personality in the campaign. For example, "It was Mr. Rush who suggested that we give a guaranteed electric iron free for a short time, to those who took advantage of this house-wiring campaign." Or again, "Mr. Parr's aim is to give you a house-wiring job that will cost you little, but one you will be proud of." The public gets a whole lot healthier respect for Parr and Rush when the company talks about them in this way. Instead of automatons with a card and a price book, they become, in the public eye, real business men with initiative and responsibility.

The other day, a friend was telling me his experience with the solicitors of one of the large central stations that follows the more usual address-all-communications-to-the company policy. He phoned for a representative without explaining what he wanted. A man was sent out who found he was up against a power proposition, so he disclaimed ability to handle the matter and promised to have a power man come. The power man, in due course arrived, but the job was a bit irregular and he promised to send an engineer. The engineer got on the job about a week after the original request and solved the engineering problem involved, but could not fix the rate because the installation did not seem to fall into a regular classification, so he promised to send another man. I don't know whether the other man came or not—if so, he was politely ejected without reaching my manufacturer friend.

Now, the moral of the incident is that the impersonal, over-departmentized, follow-the-rules form of presenting an organization to the public has its disadvantages. Many



Mr. W. E. Parr
Representing Rockford Electric Co.

MR. PARR has specially trained himself in the house wiring business and knows how to estimate the cost of wiring for ELECTRIC LIGHT.

Call 276 either phone and ask to have an estimate on your home.

**Better do it today
Parr's low prices.**

Take advantage of Mr.

Rockford Electric Co.
ELECTRIC BUILDING
SOUTH WYMAN ST

DO YOU KNOW THESE FOUR MEN?



Mr. H. C. McMillan
Representing Rockford Electric Co.
WEST SIDE TERRITORY



Mr. Nestor Lindstrom
Representing Rockford Electric Co.
EAST SIDE TERRITORY

They Are Experts on the Wiring of Houses for Electric Light

They know the House Wiring game from A. to Z. They specially trained themselves in this business. Each one has his satisfied customers now using Electric Light.

Be one of their satisfied users of Electricity. They now have the lowest prices ever offered for house wiring in the city of Rockford.



Mr. J. H. Bush
Representing Rockford Electric Co.
SOUTHEAST END TERRITORY



Mr. W. E. Parr
Representing Rockford Electric Co.
NORTHWEST TERRITORY

Remember, these men are experts in their line. They do business with you in a businesslike way. If you have them figure the cost of wiring your home, they will satisfy you. Better get their figures today. Phone 276 either phone, ask for the man working in your section of the city.

Estimates Cheerfully Given

ROCKFORD ELECTRIC CO.

Electric Building, S. Wyman Street.

managers may not agree with Mr. Martin's scheme of playing up his men as individuals, but, on the other hand, there is a lot to say in its favor and a great deal more to say against the practice of submerging men.

Mr. Edward B. Butler, president of one of the world's greatest wholesale houses, declares that his chief business is to train men to think, that not the method but the spirit behind the method is the soul of successful business building. A close look at the Rockford experiment indicates that it is something more than an advertising dodge: it is a conscious effort to emphasize each representative's individuality and responsibility to the company and to the company's customers.

A Sales Department Thermometer

The Narragansett Electric Lighting Company of Providence has developed a very interesting and complete system for keeping in constant touch with the progress of the Sales Department in its work to boost the record for yearly sales. One of the devices utilized to keep each salesman's finger on the pulse is a thermometer diagram.

The goal for which the department is to work is set each year and specified in detail, and the progress made towards the objective is painted in on the thermometer each month to show how well the mercury is creeping up and mark the starting point for every month's new effort.

Commenting on the Providence thermometer, E. R. Davenport, Salesmanager of the Narragansett Company says:

"Our Goals for this year are as follows:

"Power Division—5,000 h.p., \$8,000 annual profit from sale of motors.

"Lighting Division—150,000 lights, 150,000 tungsten lamps, 100 time switches, \$25,000 annual income on "C" rate, \$6,000 profit on sale of tungsten lamps.

"Appliance Division—Electric Shop \$25,000, Christmas business \$10,000, 400 fans, 2,000 flatirons, 200 vacuum cleaners, \$11,000 profit.

"You will note that we are aiming for a total gross profit of \$25,000 on all sales. This, of course, refers to everything outside

of kw and if we reach this mark, it will represent at least one-third of our total selling expense. What we are after is to make the total gross profit on the sale of everything we sell, without kw, pay our entire selling expense in order to make the department self-sustaining. If we can reach this percentage of one-third this year, we should be able to do better next year and so as each year goes on, get nearer to our ideal."

The Sales Department of the Narragansett Company has developed a most comprehensive and effective equipment for the assistance of the salesmen. There is a library of about 200 volumes of pertinent reading, and books are issued to the salesman for ten day periods. The books are signed for when taken out and these signatures serve as a record of each man as to the amount and kind of reading he is doing for his own self-education. Some 30 magazines and tradespapers

are subscribed for in the interest of the man, and are available to the employees. These are bound at the end of each year and kept in the library.

In addition to this, the Sales Department has prepared and published a small but exceedingly complete and useful handbook which is carried by every salesman and embraces information on almost every point on which a quick answer may be needed. Among the interesting features of this handbook is a map showing the entire territory served by the Company with a description of the system and general instructions to salesmen covering the attitude of the Company, on all manner of subjects which may arise in the course of the salesman's contact with his prospects and customers. This material covers explanations on electrical terms, history of the incandescent lamp, definitions both electric and gas, and a complete exposition of the Company's rates and price schedules on every class of service, including types and descriptions of every variety of current consuming appliances recommended by the Company.

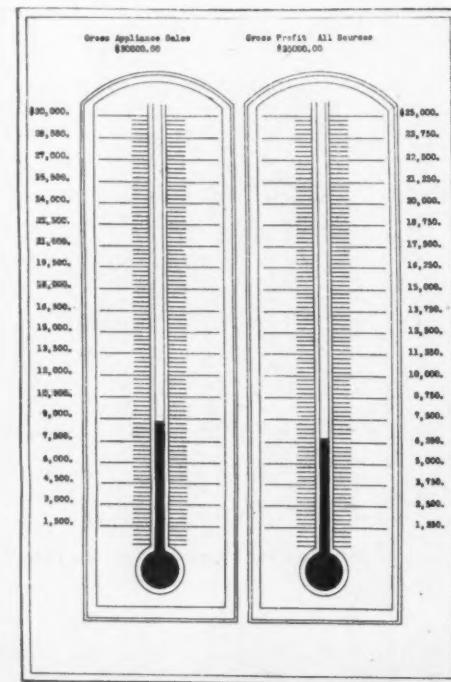
Great stress is laid upon proper use of the telephone and the far reaching benefits which the Company enjoys whose employes maintain an attitude of courtesy and good will towards the public.

Electrical Advertising Men

The electrical advertising men gathered at an informal dinner at the Engineers Club, New York, on Thursday, October 15th. Those present were L. D. Gibbs, H. W. Alexander, H. D. McQuiston, F. Nelson Carle, P. L. Thomson, Frank B. Rae, Jr., W. H. Beatty, Jr., and E. E. Whitehorne. Problems touching the advertising of both central stations and electrical manufacturers were discussed.

Two G. E. Bulletins For The Power Man

Two September bulletins from the General Electric Company, on "Mine Hoist Equipment" and "Air Compressors for Foundry Use," will be found of particular interest to power salesmen. Both bulletins are well illustrated and comprehensive.



This thermometer is used by the Providence central station to mark the winnings of the Sales Department.

Opportunities Going Begging

The Movement for Better Window Displays in the Electrical Industry and How You Can Profit by It

By W. E. BAYARD



MARSHALL FIELD and Company of Chicago pay out \$150,000 a year for window and store displays.

The man who designs these displays receives a salary of \$12,000 a year.

Why?

Because Marshall Field and Company know, absolutely, that their display windows are worth this amount of money as a medium for advertising their goods. They do not believe, they *know*, that the man to whom they pay forty dollars every business day of the year, for originating attractive, atten-

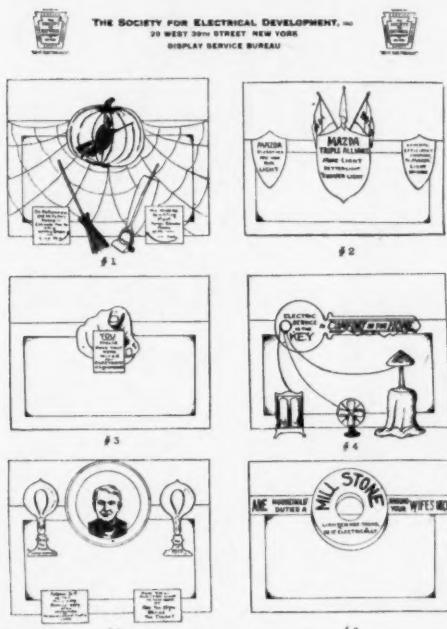
light bill. The man who sees and buys the scarf Marshall Field exhibits so cleverly, is debating whether to indulge his vanity or get the wife that electric iron.

The business is different, but the public is the same: get that point firmly fixed, because it is the one solid fact upon which successful merchandising—whether electrical or sartorial—is founded.

This is not a lesson in window trimming. It is a little account of what is being done free for electrical merchants to provide them with ready-made displays. And more than that, it is a plea for the acceptance of these displays. For the average electric store display is a disgrace to the industry, stamping us all as hopelessly behind the times and either wantonly neglectful of public discrimination, or of our own opportunities. As a matter of fact, we are not behind the times. We are in an industry that is growing so fast as to keep us breathless. But just as we do not quite forgive a very busy man for going unshaven or wearing soiled linen, so we should realize that the public does not forgive our carelessness in making a dust-bin of the most prominent part of our stores—our display windows.

And with the amount and quality of free service now being offered in the field, there is no excuse for electrical stores being even a short step behind other retail establishments in this matter of dress. The ideas, the methods, the materials are all available. Any fairly ambitious boy, with an instinct for neatness and harmony, can become a window-trimmer with all this wealth of assistance available. He has only to follow the directions in the package.

Take the suggestions and service offered by The Society for Electrical Development as characteristic. When the Society became convinced that one good way to promote development in the electrical field would be by showing electrical men how to show goods, it went out after a real display man. A. J. Edgell was picked for the job of instructor-in-chief to the Society's members. Nobody in the electrical field knew anything about



One of the S. E. D. suggestion sheets showing timely October displays. Accompanying these sketches is a full description of materials and method of installation.

tion-compelling displays, is being paid exactly what he is worth to them. There is no sentiment about it, no charity, no public spirit. Marshall Field is ever and selfishly out for the kale. He gets it, partly, by spending a considerable fortune each year on his windows. The windows attract attention, lead people into the store, sell goods. The profit on those goods is something in excess of \$150,000 a year, or he wouldn't spend the money. That is the sordid truth, boiled down.

For a number of months past, a variety of interests in the electrical field have been trying to persuade central stations and dealers that their windows are for something besides a display of knife switches, flash-lamps and dead flies. The arguments have been sound, but the results, by and large, have been and are disappointing.

Why?

One reason is the persistence of that ancient fallacy, "This business is different." To be sure, it is different. Nobody ever claimed that dry goods and kilowatts are identical or even similar. But while the difference in the product is conceded, the public which buys both commodities is the same. The woman, who yearns for the harem skirt, displayed in Marshall Field's window, is on her way to pay the electric

him—why should they?—so it is only fair to state that he is a vice-president and director of the International Association of Display Men, and president of the Greater New York Display Men's Association. He has a lot of other honors and titles, but these will suffice to show that he is prominent in his own profession.

For months, Mr. Edgell has been issuing periodically, photographs showing the foundation and completion of electrical goods windows, together with suggestion sheets, giving each month, six practical "hunches," which may be developed by the individual with the courage and window to try them.

Mr. Edgell's suggestions have been criticised. Somebody said his sketches are not artistic. They are not intended to be. They are practical. They are the rough drafts of ideas for successful windows—nothing more. With them, he sends out complete data on each suggestion, telling what materials to use and how to use them, and what copy to use on the show cards.

The so-called special service, which the Society offers through this same department, is equally interesting and, so far, has been viewed with equal apathy. Mr. Edgell, being a practical display man, designs entire store fronts. He tells how to rebuild an antiquated front to conform to the best modern standards of merchandising—store fronts that will make merchandising easy and sure. About a dozen of these plans and specifications have been supplied to date.

He also stands ready to submit ideas for special window displays. Have you some sales campaign in mind? The Society's Display Service Bureau will evolve a window display to cooperate with it, will send you blue print of the sketch and full instructions. About 150 such individual suggestions have been called for so far. An exceptional request for help was when a booth at a local business show had to be designed.

A new activity of this department is a course of lessons in show-card writing. In almost every retail store, you will find an ambitious clerk or boy who is learning the card writer's art. Mr. Edgell does not believe that dry goods clerks or hardware delivery boys are any more ambitious than the younger generation of electrical men, so he has prepared some practical lessons and is sending them out. They include data on the card writer's materials, sample alphabets, definite instruction on the handling of



A simple and dignified window from the Westinghouse suggestion book. The tendency among the shrewdest window trimmers today is toward simplicity and away from the confusion of over-dressed and cluttered space.

EDISON DAY RESULTS

EARLY returns from the "front" are unanimous in reporting remarkable success for the Edison Day campaign. It is by far too early even to estimate on the total results. But this we know—that the progressive lighting companies and agents in nearly all of the more important cities and towns of the United States have co-operated with us in a way sure to make Edison Day an anniversary to be remembered.

That this country-wide campaign has greatly stimulated the sale of Edison MAZDA Lamps is now evident. That the results will be beneficial is clear.

Just how long this campaign will be felt in any locality depends largely on how aggressively it is followed up in that locality. All those who ran local Edison Day campaigns showed their wisdom—and a word to the wise is sufficient.

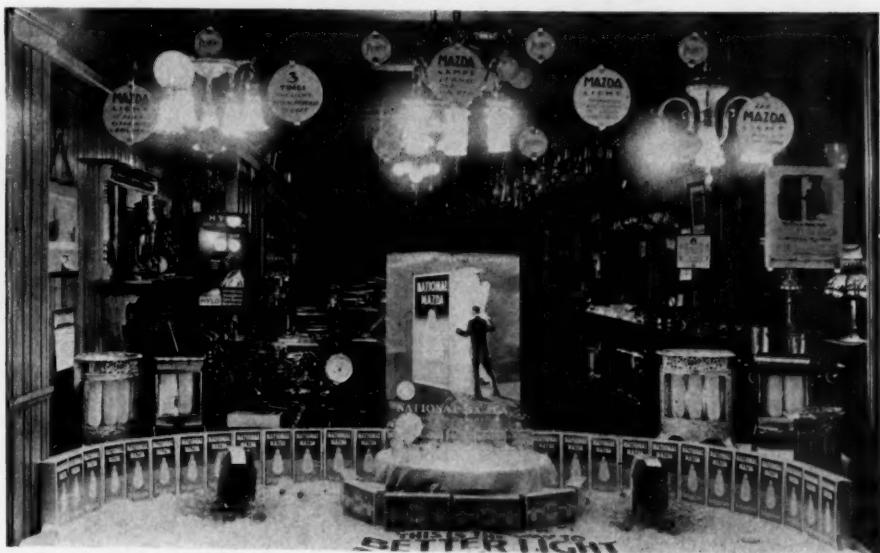


EDISON LAMP WORKS COMPANY
OF GENERAL ELECTRIC
General Sales Office, Harrison, N.J.
Agencies Everywhere



brushes and making of strokes, and similar information. The dry goods clerk with

issued, are given not only photographs of finished windows with exact description of



A National window that ties in with the month's magazine advertising. About 6000 dealers now dress their windows to co-operate with National magazine ads.

ambition pays \$35.00 for this kind of a correspondence course. We, in the electrical industry, get it free.

In addition to the work of the Society's Display Service Bureau—and antedating it considerably—there are the services offered by a number of individual manufacturers. Probably the first to undertake a window display service on a large scale, was the National Lamp Works. This was done to fit into the National magazine advertising campaign carried on primarily in the *Saturday Evening Post*, the idea being to provide displays which should coordinate with the popular magazine advertising and make it doubly effective by focusing attention upon local agents of National brands of lamps. Great success has been attained in this, no less than 6,000 dealers, according to report, now habitually making a monthly window display which fits the month's magazine ad and is installed coincidentally. Of course, the National Department of Publicity supplies other layouts, but its main effort and chief success has been in getting displays installed which would give strength to the magazine publicity.

The Westinghouse Lamp Company also offers suggestions of exceptional quality and value. In a 24-page booklet, recently



The cakes of real ice and the thermometers give the window the "Punch" necessary to attract attention and achieve results.



A display of lighting glassware, showing a good variety of samples, yet without appearance of confusion. The simple dark-toned background shows up the glass and concentrates attention.

materials and definite instruction for their use, but there are also included sample newspaper advertisements to be run in the daily press while the display is continued.

The Westinghouse display ideas are unique in that they show the various styles of trim being employed by other merchants—the German, French, English, etc. The very attractive setting illustrated herewith, is characteristic of the suggestions offered.

The General Electric Company offers its suggestions for lamp window displays in its house organ, the *Edison Business Booster*. In all examples of Edison windows that we have seen, there have been clever basic ideas and timeliness. The display reproduced is characteristic. Independence Day, Memorial Day, Edison Day, and windows suitable for graduation time and for the football season are among those which have been offered. The Edison Lamp Works has installed in its advertising department an actual window where these trims are "staged" and photographed. Experienced and resourceful display men supervise the work and experiment continually to produce effects which will not only appear clever in the photograph but

which will really "work out" in actual practice.

Manufacturers of suction sweepers, washing machines and heating devices also have offered window display ideas. There is enough such material in print, and not three months old, to keep any electrical store looking attractive for a year. All it requires for utilization is a couple of hours' time each week and a little ingenuity.

Think of Marshall Field's \$150,000-a-year expenditure and then put a valuation on your own windows. If his windows are worth one hundred times as much as yours, then yours are worth \$1500 a year. If his are worth five hundred times as much as yours, then yours are worth \$300 a year. It is a mighty small window in a very stagnant town that is not worth \$25 a month. Yet while you have the value you do not have to make the expenditure to realize on this value. The outlay for ideas and materials is already made by a paternal manufacturer; the results—in sales and profits thereon—are yours for the taking.

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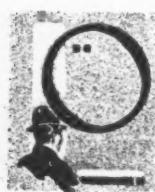
The Oldest Aid to Selling Goods

The Power in the Testimonial—How to Invest the Good Will Asset

EARL E. WHITEHORNE

[We have all of us seen an old man hunting for his spectacles and irritated to the point that makes things dangerous for the cat, when all the time the lenses that he wants are calmly riding round with him, pushed up upon his forehead. We have all of us heard the central station salesman complain about the prospect that he cannot force to listen. There is oftentimes a good deal of similarity between both situations, for the chances are that the salesman has never looked above his nose, and never tried to do other than the very thing he has found himself unable to do. He has pushed his best sales influence up upon his forehead and forgotten that it is there.

This best and oldest sales influence is your good will asset. If you are in the central station selling game for exercise—all right. Let your habits run your business and be satisfied with what you get. But if you are in it for production and prosperity, you can't afford to let your capital lie idle and unthought of—for good will is the best capital there is, as Mr. Whitehorne points out in this article. Read and think it over. The good will asset is not so vague and inapplicable as has been supposed. It is full time for action in this field, as we think you will agree.—Editor.]



ONE of the most famous and instructive short stories ever written was staged in the Garden of Eden. The principal characters were *Adam*, a trainer of wild animals; *Eve*, his wife, and *Mister Mephisto*, alias *B. Elzebub*, disguised as *Fango*, the Snake. The story of how the Villain accomplished the downfall of the Beautiful Heroine, and her Heartbroken Husband, has been read and lamented by countless millions.

Everyone knows that the Devil (another of the Villain's aliases) got in his fine work with no other implements than a glib tongue and a common, or garden apple. This, of course, is true, but how did he do it? How about the underlying principle back of it? Just what was it that made Eve eat that apple?

The theory that her jaded palate yearned for new sensations may be dismissed as frivolous. The assertion that the whole thing was due to feminine curiosity is a libel on the well-known Fair Sex. The hypothesis that flattery did the work, likewise fails to hold good, for it must be remembered that up to this time, according to the story, Mrs. Adam was in ignorance of such charms as she possessed—a fact that is borne out by her making no attempts to enhance them by arti-

ficial means until after the *contretemps*. (See fig leaf episode.)

What then, was the Serpent's real secret of success? What made Eve bite that apple? Nothing more nor less than the same motive that prompts any other man or woman to purchase a bottle of Dr. Rum-dum's Renowned Rheumatism Remedy, after reading how (signed) John J. Pilltaker, of 325 S. Fourteenth Street, Peoria, Illinois, took one bottle a year ago, and has lived ever since.

"Those are rather nice looking apples," murmurs Eve, "but I hear they aren't healthy. Have you ever tried them?"

"Not healthy!" exclaims Mr. Snake, "Who told you that? Why, those are the finest apples on the market! Wonderful brain food, great for the eyesight, excellent for the complexion, and a marvelous tonic! Look at me! I ate a tree of them last year, and haven't had a sick day since. Try them!"

And Eve did. The testimonial convinced her.

The Testimonial. Its Undeserved Reputation

The testimonial is the oldest aid to selling goods, the most fundamental and effective influence for convincing any man or woman of anything. It is just as good a medium

today as way back yonder, when it sold the apple at such a price. The central station has been too long ignoring it.

Of course, we speak of the testimonial and we think of the patent medicine ad; and that's a pity. It is just another case of a good reputation gone wrong through bad company. The patent medicine men seized upon the testimonial as the greatest little trick in selling goods and played it to destruction. If they had stuck to truth, no good name would have suffered, but their testimonials worked so well for them, that they faked them by the hundreds, until the public found it out. And the people went too far in their resentment. Instead of saying in their disgust, "All patent medicine men are liars;" they said, "All testimonials are lies. Away with them!" And so the word testimonial was tabooed for years, in advertising.

But after all, when you come right down and take up your own case, what is it you want to know about a thing before you buy it? You want to go behind the man who sells it, behind the man who makes it and find out just what the man who uses it has got to say. You want to talk to someone like yourself, who has gone and done just what you think of doing, and you want to see just how he feels about it. You want a testimonial. It is so in every instance.

The Testimonial in Every Day Life

The advertising slogan of the Packard Motor Car Company is, "Ask the Man Who Owns One," and the president of the company, Henry B. Joy, writing sometime ago in *Printers' Ink*, explained how the whole Packard campaign has centered about the user, making the testimonial the backbone of every sale. "Everyone knows," he says, "that it is more convincing to hear the man who owns one—the man who has parted with his good, hard dollars—say, 'The Packard for mine,' than to hear the company which makes the car say, 'Our car is the best.'"

Again, the maiden goes down town to buy some perfume. She isn't sure just what variety she wants, but on the way, she reads in a street car advertisement, that Ethel Barrymore or Maud Adams or Tottie Twinkletoes is passionately fond of Sweetenburg's Attar of Roses, No. 41144. And she forthwith buys that brand, arguing that if those exquisite creatures use the stuff, it must be good.

Again, you weary of the whims and weaknesses of the old fashioned razor, and decide that you will be effete and buy a safety—but what kind? You ask your friends. You read the ads. You look at samples. And the man who says, "I have four different kinds now, but this is the one I use. This is the best, Old Man,"—that friend of

Sell Thor Ironers



Does 95% of the Home Ironing

This new Hurley Product brings you Bigger Business. Simple, strong and sanitary construction. All moving parts enclosed. A *Shoe Type* machine with 25% more ironing surface than any other. *Pressure Release*, entirely new, instantly controls heated shoe. Can be heated by gas, gasoline or electricity. Equipped with $\frac{1}{6}$ H. P. motor. Snap switch controls mechanism. Made in 2 sizes—44 and 50 in. roll. Note—This Ironer can also be operated from motor on any washing machine.

Write for Prices and Discounts

HURLEY MACHINE CO.
39 So. Clinton Street, CHICAGO

yours is he who makes the sale. His testimonial has convinced you.

And for the central station, more good selling can be done in one day by the power of testimonial, than in a week by any other system of influence. What kind of testimonial? I'll tell you.

How Some Central Stations Do It

A month or so ago, in Harrisburg, the Harrisburg Light and Power Company sold a new system of street lights to a suburban borough. It was a small borough, a separate community which in the past had been but poorly lighted. The new installation combined an ornamental iron post and a good sized nitrogen filled Mazda lamp, with a pleasing and efficient reflector. It made a most effective night illumination and a creditable showing by day. The community was highly pleased. They had more light and better light over an extended district and for no more money. The company was benefited both by the better popularity it gained, and by the opening of new territory along the line of the new extension. But it did not let the matter rest there.

The commercial manager began at once to interest the other surrounding boroughs in the new street lights of Dauphin. He made up little personally conducted junkets, in which he grabbed up the Mayor and several Aldermen and took them in an automobile to make a visit of inspection. He showed them the new lights and told of the perfection of this new Mazda and all that, but the most important feature of the visit was this. He took the party to call upon the Mayor and dropped in on a half dozen merchants there in Dauphin, and let his visitors listen to the home folks brag about their borough and its new street lighting. He brought his prospects there to see the lights and to hear the testimonials from the local people. It sold improved street lighting to four other boroughs and won considerable new business for the Harrisburg central station.

Again, up the state, the same tactics resulted not long ago, in the connecting of four separate villages, all located within range of a transmission line. The first town to be cut in had no sooner been equipped with street lights and a goodly scattering of store and home installations, than it was systematically used to lure three other villages, through the strong power of the testimonials that were really waiting. Salesmen went to the other towns and invited influential citizens to run down and see the changes that had been made. They found the people in the first flush of their joy and pride and listened to a song of praise that made the strongest kind of testimonial. It raised an eager call for electric service in the other towns—that brought the guarantees that made it possible.

Another case of different sort from Hamilton, Ontario.

The power salesmen of the Hamilton Hydro-Electric Company, printed on the back of his calling cards a map, a diagram, that showed the factory district of the city. On it were indicated the locations of a number of the representative electric power installations in the city. All of them were cases where the customer was well content in every way with electric drive from central station service, and quite willing to show off his installation. The power man's card, therefore, was a standing invitation to the prospect to make investigation for himself and learn from other factory men the plain unbolstered truth. It led to many visits of inspection, and in each case, the testimonial

brought a stronger selling influence than anything the salesman could have said.

The Principle and How to Apply It

It is a principle that each one of us believes in. Why not apply it systematically? There is not one selling effort of the day that cannot be strengthened by the testimonial.

Suppose you have a prospect for an electric washing machine, somewhat interested but not yet well convinced that the investment offers actual, cash economy in the washing of the family clothes. There is little more that you can say. She will not give assent to taking a machine into her house on trial. She has seen a demonstration at the office. What to do?

Suppose that among your customers, there is a home equipped with an electric washer, where it has done good work and shown a clear economy. If you should go to see this customer of yours and ask permission to bring the prospect there on Monday morning, to witness the actual operation of the washer, the answer would be "yes." And if you invite the prospect to accompany you to that address, there is little doubt that she will go. And to see the electric washing machine at actual work, under home conditions, with just an average servant operating it, is more good argument than you can give.

For every one of us is glad to show the comforts that he owns and to recommend them. It's human nature to be proud of your possessions. Testimonials are not difficult to secure.

In seven cases out of ten, your customer will gladly give you a testimonial letter if you make your request at the proper time and with proper stated reasons. And such a letter can be used to good effect in countless cases where you cannot, or do not wish to take the prospect to see an actual installation. People of prominence do not take kindly to attempts to use their names for advertising purposes, but they are no less generous and willing to reciprocate for service done.

It is a reasonable request to make, for after all, why is the testimonial wanted?

To aid in impressing other residents of the city with the merits of the service which your customer is using with such satisfaction. You are not asking her to talk for publication, but rather to permit you, who have served her well, to quote her as an advocate, and to write a simple letter for your own use, expressing her commendation. Anyone of us is glad to do a favor of this kind. The salesman need feel no reluctance in making the request.

The Unused Good Will Asset

The testimonial is simply a definite and limited utilization of the good will asset, and who of us will deny that it should be utilized to a greater extent than it is at present? Good will, like any other asset, should be administered and approved. It is just like money.

If a man takes his money and puts it in a bank where it draws interest and is safe, his money will be secure, but the opportunity it makes available to him is neglected. It is the same way with the good will asset. If the central station gains friends by its fair dealing and good service, and does nothing to disturb or sacrifice these friendships, this good will can be counted on to pay an even rate of interest, through the influence of the good repute that will be maintained.

But interest is not enough to satisfy the man whose aim is opportunity. He wants to invest his money, to turn it over, to make it work for him. He wants his capital to do things and to grow and benefit him in the process. And if he has another asset in good will why should he not invest that also, and turn it over and make it work for him?

Here, ready and at hand, is the greatest selling influence that the central station salesman can invoke; and year after year, he has ignored it. He has not even utilized the influence of his own stockholders and directors, yet there is the place to begin.

An Aid in Selling Power

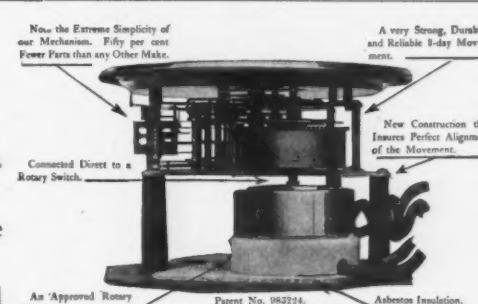
As every power salesman knows, the inability to get an open minded hearing, stands a barrier to the winning of half the power opportunities, still off the lines. When the

DEPENDABILITY

That's what you demand of a time switch.

That's what you get in the A. & W.

We guarantee perfection—and we make good our guarantee by replacing without charge any A. & W. switch that fails to give absolute satisfaction for a full year of service.



A Dependable Time Switch is a Business Getter

There are plenty of long hour, late burning window and sign installations to be added to your lines by the judicious use of the A. & W. time switch.

Let us tell you how other central stations get this business.

**The A. & W. Electric Sign Company
CLEVELAND**

proposition can be submitted and demonstrated to eager minds, electric power wins its way, but when the prospect has predetermined that the present plant shall not be disturbed because of the trouble or investment it would entail,—no matter what the ultimate profits that the figures show—then the nut is hard to crack. You cannot get it in your fingers.

Do you do a little sleuthing in a case like this, and find out what friend of yours is a good friend of his? Have you a director, perhaps, who is a customer of this man? If so, he can go to him and say, "Here Bill, why don't you look into this thing? We can save you money—Won't you just take the time, as a favor to me, and go into the details seriously?"

That's a testimonial—and it works.

And your local stockholders, are they working for you? If they are not, then it simply means that you are working unintelligently for them. If you are not utilizing their good offices—as you can if you try—then you are ignoring one of the strongest selling influences available, and you are not faithful to your job.

And your good customers stand in the same relation. They are all good working units in your good will asset. But a dollar does not invest itself, and neither does the good will unit. It must be administered. That part is up to you. It is time you looked this matter in the face and made your system of efficiencies embrace the operation of good will and utilized the selling influences that it affords.

The Same Old Trick Still Good

It all gets down to the same old trick, that sold the apple to Eve, the power of the personal recommendation from a disinterested source. It has always been a moving influence and it always will be. It has been utilized by salesmen the world over and it always shall be. It has been long forgotten and abandoned by the men who sell for central stations, but it never should be.

Take a square look at this matter of testimonials, for that is really what it amounts to. Forget the fact that patent medicine ads in country papers have kicked a cloud about the word. Simply remember what you, yourself, do when you really want advice about any new move—whether you shall stop using shaving soap and try the powder, whether you shall buy some other kind of tires for your car.

What do you do?

You go and talk to someone else who uses them. You seek a testimonial. There's your answer. All the world is just like you.

So quit this wasting of the good will asset and use your friends to boost your business.

Get good letters from your customers and let them help you sell to other people.

Take your prospects where they can see the wheels go round and hear somebody else confirm all that you told them.

Make use of your directors and your stockholders.

You are working for your stockholders, why try to do it all unaided? The quickest road to your own personal prosperity is via the production route. Let everybody help.

Advertise Your Optimism

Last month's issue of this magazine carried a spread-eagle advertisement on optimism. The Valentine Electric Sign Company had the courage to say that it was not paralyzed by the war in Europe and called upon the industry to forget that such a disease exists as coldfeetis.

Among the practical responses was the accompanying advertisement from Chattanooga.

"Some business doctors are strong on diagnosis," writes L. J. Wilhoite, contract agent of the Chattanooga Railway and

Light Company, "but they hand out the skull and cross-bones stuff in their prescriptions. Valentine, in the October issue of *Electrical Merchandise* told us pretty positively what the trouble was and named the medicine. We took the liberty of having his prescription filled locally and the patient is improving."

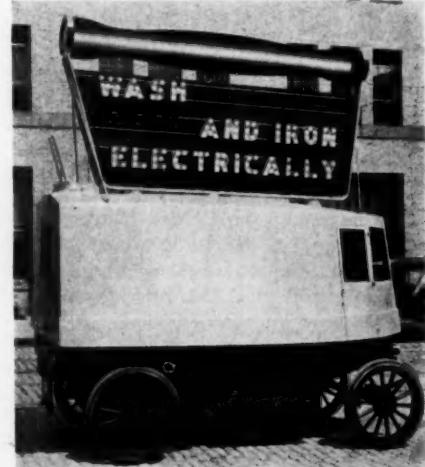
The man who advertises his optimism when other men are timid, inspires and serves confidence. The Chattanooga Company has minimized the effect of the war by its stand.

Baltimore Demonstration Wagon

A new and distinctive demonstration wagon recently was put in service by the Consolidated Gas, Electric Light and Power Company of Baltimore.

The wagon, as shown in the illustration, is a General Vehicle one-ton chassis bearing a body designed in the form of an electric flatiron. Between the body of the "iron" and the "handle" is a special changeable Federal sign reading at present, "Wash and Iron Electrically," which is burned several hours each night when the wagon is employed as an advertising medium.

But advertising is not the sole value of the "Electric Iron Wagon," for it is used daily in demonstrating the advantages of electric service to the owners of unwired houses. A battery of 60 cells gives the 120-volt current required for such demonstrations. Three outlets are provided, and three 150-foot cords are carried. When a demonstration is arranged for, the salesman is enabled to carry lighting fixtures, heating devices, suction sweepers or any desired appliance into the unwired house and showing actual practice the service offered by the



In Baltimore, extension cables are run into unwired houses from this car to demonstrate appliances and win new customers.

Buy! Produce! Consume! Boost!

Don't be a Quitter just because Europe is crazy.
Don't talk "hard times" because your system's full of war news.
We are on the eve of Chattanooga's greatest era of prosperity.
Let's all get out and hustle.

I T PAYS

We know, because right now we're doing a nice business. Not the big, come-easy kind of business the good wholesalers and that comes from honest service cheerfully rendered.

We're keeping busy because we are optimistic.
We are selling electricity because we believe this old town is on the verge of the biggest boom in its history.

Prosperity is right around the corner—just a tip-toe from Market street.

We believe in going forward to meet it—instead of hiding behind the ash barrel.

This Policy of
OPTIMISM—PLUS—HUSTLE
Is Paying Us — — It Will Pay You

For—GET THIS STRAIGHT—nine-tenths of our business depression is plain "cold feet." Let's everybody forget to be scared and MAKE BUSINESS GOOD.

SALES DEPARTMENT

Chattanooga Railway & Light Co.

"SAFETY—SERVICE—SATISFACTION"

Remember "Edison Day"—It's October the 21st.

company. And during the demonstration it is safe to say that the unique design of the wagon and its effective slogan acquaints most of the neighbors with the object of the call.

Much of the credit for this valuable adjunct to the sales department of the company is due to Mr. Dorsey Smith, though in Baltimore it is the practice for individuals to disclaim personal credit in favor of the organization.

Thurston Owens, secretary of the San Diego, (Cal.) Gas & Electric Appliance Company, has been elected president of the San Diego Electrical League. Mr. Owens is a new-comer in San Diego. He was formerly manager of the La Crosse (Wis.) Gas & Electric Company and has been a frequent contributor to *Electrical Merchandise*.

Good Advice From the Gas Man

The idea that gas and electricity are desperate competitors obtains only in cities where the two utilities are separately controlled. Where the two are under one management—which happens more frequently than most of us realize—the business methods of the two intermingle in such close harmony that many of the new business men serve both departments with equal success.

The following paragraphs from an article by E. T. Wilkins, of the advertising department of The United Gas Improvement Company, gives excellent hints which may be applied by salesmen of either illuminant.

"The average merchant is a very busy man and it is sometimes difficult to get an audience with him. Merchants also are of various temperaments—some are hard while others are easy to approach. Again, the merchant's time is valuable and while he may be interested in your proposition, yet he has not the time to go into it thoroughly. Of course, the wide-awake salesman will not let these difficulties stand in the way. They can be overcome with tact, but, nevertheless, when you can talk to a man away from his business, when he is at ease, when he is sitting down and smoking a cigar, don't you think you are in a better position to interest him in gas or electric lighting? You do not have to consult the directory to find out where he lives to find him off duty. You will find him, particularly if he is a progressive merchant, at the regular monthly meeting of the Business Men's Association assisting in the drafting of resolutions for street and home legislation; planning street improvements; exchanging ideas on business methods; listening to some interesting talk on a subject vital to every business interest.

"Don't think for a moment he is alone—you will find there every live wire in the business community and the very man or men you want to interest in store lighting.

"The Business Men's Associations are not one-sided organizations, either, devoting their meeting nights exclusively to routine business—they plan interesting programs of entertainment each month and are always on the outlook for someone to give them an interesting talk on some business problem.

"The willingness of the Business Men's Associations to cooperate with the gas and electric companies makes an opportunity which should not be neglected or overlooked.

"In the first place, every gas and electric company should be interested in every Business Men's Association and take out memberships for their special representatives. In the second place, there should be an arrangement to have at least one of the regular monthly meetings during the year devoted to the subject of lighting.

"A very interesting program can be arranged for such a meeting by the use of exhibits, demonstrations and lantern slides. We have found that a miniature show window without the glass windows, simply showing the method of deck lighting, is of great interest, especially with the clock attachment showing how the lights can be extinguished at any time desired without the aid of a watchman. Another interesting exhibit can be made by installing the various types of lamps on a frame made of gas piping and all connected ready to light. This affords an opportunity to make comparisons and show the different illuminations to be obtained by the various lamps. A blackboard should also be handy so you can

figure out for the merchants the costs and comparisons between the different units, as they are especially interested in cost data.

"After this demonstration thrown on a screen, slides showing installations made around town with these different lamps, or if the community is small, show what nearby towns are doing and stimulate a community pride. The meeting should then be thrown open for general discussion. It is also advisable to have your advertising matter handy to distribute among the merchants.

"During a Business Men's Association meeting recently held, one of the progressive merchants near the headquarters of the Association illuminated his whole store with special lights and after the meeting the merchants were invited to go over and inspect the illumination. The store was opened and the installation was discussed from all angles. The impression gained by such an inspection was not only valuable from the standpoint of increasing business, but also gave the merchants an idea as to what proper lighting could do for them."

Data on Silent Signal System

The Bryant Electric Company of Bridgeport has recently issued a very complete book on the subject of silent call signal systems, designed especially for hospitals, but adapted to any service such as hotels, offices, department stores and public buildings. The system operates on standard lighting circuits and is unusually complete and flexible. While the current consumption is negligible, the system offers such definite evidence of the advantage of central station service that it is worth advocating simply as an advertising proposition. The booklet just issued is very comprehensive; various types of call stations, lamp signal stations, and wiring diagrams being illustrated and described in such simplified form that anyone without knowledge of electrical material could make intelligent selection of the right equipment for any given requirement.

J. M. Bateman, formerly salesmanager of the Minneapolis office of the Western Electric Company, has been appointed manager of the Cleveland office of the same company.



National Quality MAZDA Lamps

ONCE obtain the initial lighting business of any fair sized factory and that plant promises you a handsome yearly revenue in lamp renewal sales. For the most part this business requires little effort to hold. It comes automatically year after year. Its volume steadily increases as other plants become customers.

National Lamp Works 
OF GENERAL ELECTRIC CO.
Nela Park, Cleveland
Member Society for Electrical Development: "DO IT ELECTRICALLY"



Ohio New Business Men Active



THE Committee on New Business Cooperation, of the Ohio Electric Light Association, under the chairmanship of Thomas F. Kelly of Dayton, has planned five meetings for the season of 1914-15. The first of these was held in the Elks Club, Toledo, on September 17th, with an attendance of about fifty delegates.

The purpose of this Committee is to bring together the new business men of the state in frequent meetings at which problems of local interest can be discussed, thus supplementing the work of the Association's annual convention. Another practical purpose is to furnish to the smaller central stations experienced power and light salesmen for special campaigns.

The feature of the September 17th meeting was a paper by J. E. North, commercial manager of The Springfield Light, Heat and Power Company, entitled "Reasons Why Expenses of Sales Department Should Not Be Decreased under Present Conditions." Mr. North said in part:

"Business is governed by the minds of men. If a number of salesmen repeatedly complain to the prospective buyer he will hesitate about spending his Company's money. It is most essential that salesmen should be optimistic. It isn't necessary for a man to make false statements concerning business, but it is unnecessary to complain when there is a possible chance to evade the question.

"I do not believe there is any excuse for decreasing the force under present conditions unless the company finds itself loaded up with nonproductive solicitors, and the sales manager should not wait until such conditions present themselves before disposing of the dead wood.

"The success of any business depends to a very great extent upon the sales department. It takes months and sometimes years to get together an organization of first-class salesmen. The company has been to considerable expense in training these men and it has taken much time for them to learn the company's method of doing business, and after the organization has been completed their cooperation means much to the company.

"Central station owners should not forget the feeling that existed a few years ago against Public Service Companies. It has been largely due to the efforts of the sales department that the thinking people have been relieved of this antagonistic feeling. Follow the central station solicitor for a day and check up the innumerable little things which result in the company's benefit that are not shown on his daily report. He furnishes information and offers advice to a large number of people and he plays no small part in the adjustment of complaints.

"Under the present conditions, I will agree that certain expenses in the sales department can be reduced; for example, we must work harder and longer in order to accomplish the desired results. Our company's solicitors are working more during the evenings and we have discontinued the Saturday half holiday, and our records for the eight months of this year show that, in spite of conditions, we have obtained results. A comparison for the first seven months of 1913 and 1914 show an increase of twenty-four (24) per cent in the K.W. contracted and twenty-seven (27) per cent increase in the number of new contracts. Our August of 1914 shows an increase of one hundred (100)

per cent over August of 1913. I find that we have better opportunities to present a proposition to the larger merchant or manufacturer as they are not nearly so busy as during the hustle and bustle of prosperous times.

"In the residential district our time is devoted entirely to houses along present lines and this work is confined to the larger houses which are owned by the better class of people. Often times a man wishes to be at home when the wiring is being installed and his business being a trifle slow at the factory or office this affords him a splendid opportunity to be on the job while work is being done.

"In the factory district we find that now is a splendid time to discuss the subject of power. In the first place, it is necessary for manufacturers to adopt every possible scheme to reduce manufacturing costs. A visit to a great many of the factories will show that they are running the entire power equipment to operate a very few machines. This not only adds to the overhead expense but makes the manufacturing costs unreasonably high. It affords an opportunity to demonstrate to the manufacturer the benefit derived from having machines driven with individual motors or divided into small groups. We have not attempted to discontinue the work of making power reports. We are frequently told that it is useless to make investigation as business conditions will not permit motor investment, but in some cases they have changed their minds after investigation had been made and report completed. - In several cases we have found that the manufacturer is willing to give the subject more consideration as the item of one or two per cent in manufacturing costs means more at this time. Under ordinary circumstances the power in a finished article does not represent a very high per cent of the total cost, and if the factory manager is extremely busy he is not disposed to give much consideration to smaller items.

"At this time I want to mention that the central station company ought to put forth every possible effort in order to arrange for extension of time to the manufacturer who does not see his way clear to make motor investment after he has been convinced that he should install motors and use central station power. Calculations can be made to show the justification of paying interest on a loan; perhaps the mere suggestion will induce the manufacturer to take this matter up with his particular bank and if this suggestion is not accepted, perhaps it might be policy for the company to arrange the financial matters so that the manufacturer is not embarrassed by the outlining of his financial condition to the third party.

"Present conditions also afford splendid opportunity to contract considerable business on off peak rates. Heretofore we did not have much use for this rate which had been filed with the Commission.

"From time to time there has been considerable discussion as to whether or not a central station company should sell lamps, motors and appliances. It is not my intention to attempt to advise the large central stations but in our case I considered it extremely advisable to sell the various articles and to sell same at a profit, as a net income from sales has a wonderful effect upon net cost of sales department. In our case, the sales expense is reduced nearly fifty (50) per cent. I am not inclined to think that there is much objection to central station com-

panies selling motors and appliances so long as such sales are made at a profit.

"The best evidence that can be produced in favor of central station company selling lamps and appliances is the fact that our profit on sales for the first seven months of this year reduced the cost per K.W. contracted from \$2.76 to \$1.51 and reduced the cost per contract from \$3.37 to \$1.92.

"In the discussion which followed Mr. North's paper, it was brought out that several companies which did not cut down their sales department effort had maintained steady increases in business secured. F. C. Morrison of Newark stated that his company had closed more business in August, 1914, than in the same month a year ago: A. K. Young of Toledo stated that their business in August, 1914, was about 100 per cent above that of August, 1913, and that in the first week of September more business was secured than in any week this year."

J. E. Carroll has been appointed Manager of the Mauston, (Wisc.) Electric Service Company.



"American Beauty" Electric Iron

The Best By Ironing-Board Test

GUARANTEED FOR ALL TIME

American Electrical Heater Company
1335 WOODWARD AVE.
DETROIT, MICHIGAN, U.S.A.
OLDEST AND LARGEST MAKERS



New York Electrical Show Success

Annual Exposition Matches Up with Previous Shows Despite War-Time Curtailments



The New York Electrical Exposition and Motor Show of 1914 measures up to previous standards, in spite of the curtailments of many manufacturers. With almost 100 exhibitors listed, it makes as pretentious an appeal to the public as it has any year since its inception.

The New York electrical show has become standardized in some measure since it adopted the Grand Central Palace as its exhibition space. Architecturally, the Palace does not admit of the clever and spectacular displays as did the old Madison Square Garden. Nevertheless, as a practical medium for popular education, it is doubtful whether the more elaborate shows were any more valuable: certainly they did not draw any larger patronage, nor were those who attended any more vitally interested in the practical applications of electricity exhibited.

As usual, the show is dominated by the three big central station companies which serve the metropolitan district—The New York Edison Company, the Edison Electric Illuminating Company of Brooklyn and the United Electric Light and Power Company. Of these, it would be unfair to say which showed the most interesting exhibit.

The United Company's display, installed under the direction of Joseph F. Becker, sales manager, occupies six spaces across the entire side of the main floor. It includes the expected demonstrations of household appliances; an exhibition of the new type C lamps, with many enlarged photographs of installations made in the Company's territory, and a huge model of the Company's new generating station.

The Edison Company follows a previous system and divides its exhibit into 15 separate displays, scattered throughout the building, each making its independent appeal to its separate clientele. Each exhibit tells its own story—collectively they indicate the activities of the company which supplies electric light and power for nearly 150,000 customers in the Boroughs of Manhattan and Bronx.

The Sign Bureau's display of photographs of electric signs, shows the sign by day as well as by night. In addition to this, there is an exhibit of 500-watt tungsten lamps used for out-door illumination.

The Advertising Bureau made a popular appeal with a display of lantern slides showing the Waterside generating plant, substations, office buildings and some of the buildings served by the company. There were also shown samples of Edison advertising, while stick-pin reproductions of the Edison Man were distributed as souvenirs.

The training of Edison employees was described at the Educational booth. Examples of the work of the students in the technical courses, the commercial courses and the accounting courses were shown; also laboratory demonstrations were made by instructors from the Edison school. A feature was the Talking Arc Lamp, which answered written questions.

An Electric Studio was operated by the Photographic Bureau of The Edison Company. Postcard pictures were made, developed and printed for Exposition visitors.

The Bureau of Illuminating Engineering arranged a display of various lighting methods. This included portable lamps and fixtures for interior illumination, models of the street fixtures used in outdoor lighting and photos of installations that have been made under the direction of the Bureau. Another exhibit shows the various stages in the manufacture of tungsten filament while another display shows graphically the reduction in the cost of electric light during the past thirty years.

The New York & Queens Electric Light and Power Company—a more important concern than most people realize, serving a territory of 130 square miles—restricts its effort to showing the New York public the advantages of the district it covers, and makes a strong bid for additional suburban residents.

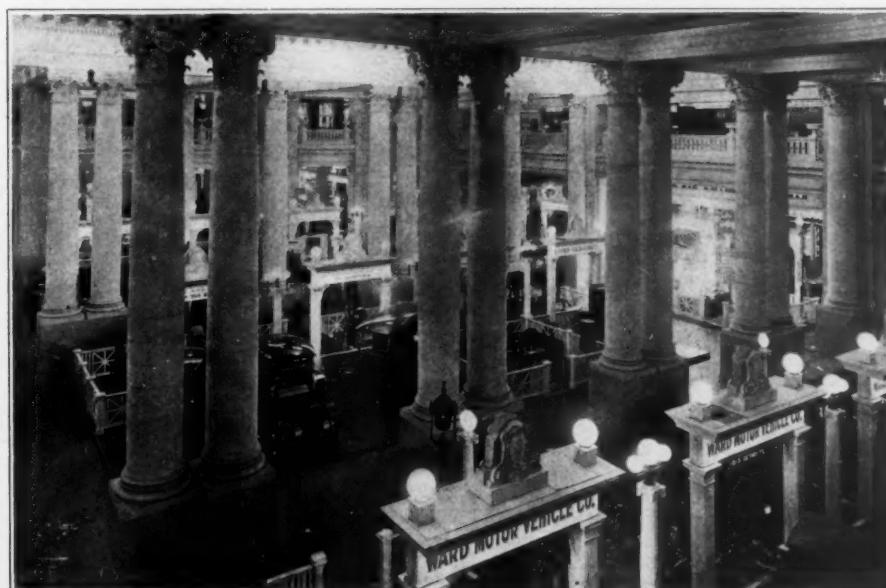
Of the many manufacturers represented, the majority have entered the show with the true merchandising spirit and bend their efforts directly toward the making of sales. The exhibits of the several larger manufacturers are in line with previous displays. The smaller, or specialty manufacturers, are there for business solely and their concerted energy developed a considerable amount of direct sales and opened up many future opportunities. Notable examples were the booths of the Innovation Electric Company, makers of the Magic Suction Cleaner, the Frantz-Premier agent, Hoover, the Home Washing Machine Company and the Eureka Sales Company.

As popular educators, the bakery, dairy, chicken run, ice plant, restaurant, print shop and barber shop, performed excellent service. These were under the supervision of the New York Edison Company and were practical working exhibits of the wide range of applications of electric service. They were always thronged with people who justified the exhibits by the ever-recurring remark, "I didn't know one could do so many things electrically."

Among the exhibitions listed in the official program were:

Anderson Electric Car Company, Art

Metal Construction Company, S. R. Bailey & Co., Inc., Cornelius C. Balassa, Bell Electric Motor Co., C. C., Bohn Elec. Co., Century Elec. Co., Con. Telegraph & Elec. Sub. Company, Cooper-Hewitt Elec. Co., Harvey Deschere & Co., Edison Elec. Illum. Co. of Brooklyn, Edison Storage Battery Company, Thomas A. Edison, Inc., Electric Fountain Company, Elec. Products Co., Elec. Review Pub. Company, Inc., Electric Sign Journal, Electric Storage Battery Company, Elec. Testing Laboratories, Elec. Vehicle Assn., Electrical World, Eureka Vibrator Company, Frantz Premier Suc. Cleaner Company, General Electric Company, General Vehicle Company, Gould Storage Battery Company, Habirshaw Wire Company, Hamilton-Beach Mfg. Co., Wallace B. Hart, Hotpoint Elec. Heating Co., Innovation Elec. Co., Inc., Kinetic Engineering Company, Lux Mfg. Company, Metropolitan Eng. Company, National Carbon Company, National Lamp Works, National Scale Company, N. Y. & Queens Elec. Lt. & Pr. Company, The New York Edison Co., New York State Barge Canal, N. Y. Service Company, Northwestern Elec. Equipment Co., Otis Elevator Company, Phila. Storage Battery Company, Pratt and Cady Co., Inc., Shelton Electric Company, Twinvolute Pump & Mfg. Company, The United Elec. Lt. & Pr. Company, The Mint, U. S. Treasury Department, Frankford Arsenal, U. S. War Department, Vacuum Cleaner Maint. Co., Vacuna Sales Company, Ward Motor Vehicle Company, Weintraub Brass Mfg. Co., Wells, Mowbray & Newman, Westerberg & Williams, Westinghouse Elec. & Mfg. Company, Roger Williams, American X-Ray Equipment Company, Autocall Company, Bachelet Medical Apparatus Co., Inc., Chas. E. Chapin Co., Inc., DeCamp & Sloan Mfg. Company, Emery Thompson Mech. & Supply Co., General Acoustic Company, Hanovia Chem. & Mfg. Company, Home Washing Machine Company, Hoover Suction Sweeper Company, J. W. Hughes, Louis F. Leland, E. B. Meyrowitz Company, Neel-Armstrong Company, N. Y. Electrical School, Philip Morris Cigarette Company, Pittsburgh Elec. Spec. Company, Private Estate Coffee Company, Prometheus Elec. Company, Runkel Bros., Inc., E. B. Stott & Company, The Tucker Agency, United States Army, United States Navy, Victor Electric Company, Wappler Elec. Mfg. Company, Inc., L. J. Wing Mfg. Company, The Yonkers Elec. Lt. & Pr. Company.



A birdseye view of the New York Electrical Show, with the Vehicle Exhibit in the foreground.

MAKE THIS AN ELECTRIC CHRISTMAS



We have prepared a booklet of Christmas gift suggestions printed handsomely in two colors on rich, heavy paper and conveying in every page the spirit of Christmas. Holiday shoppers will welcome the suggestion of attractive, inexpensive, unusual electrical gifts.

The booklet is priced for general distribution— $2\frac{1}{2}$ cents a copy in lots of 1000 or more—3 cents in lots of 500. Your company imprint is on the inside of the cover, both front and back.

Be a real co-operator. Buy enough for your own use, and then buy a quantity for each electrical merchant in your city. A nominal charge is made for the extra imprints. Order now. The practice of doing Christmas shopping early is becoming more common. Don't lose the early sales by delaying your appeal to "Buy Something Electric."

THE RAE COMPANY
17 Madison Avenue New York City

ELECTRICAL MERCHANDISE AND SELLING ELECTRICITY

NOVEMBER, 1914

PREJUDICE OR PROFIT

When those new five-dollar gold pieces first came out there was much loud clamor. Folk said the coins were inartistic, bizarre. The eagle appeared as one clothed in baggy English breeches, and there were other details open to the criticism of the aesthetic. But it is not of evidence that anyone refused to accept them at face value. They served amply as objects of derision. Also as a medium of exchange. Prejudice did not blind anyone to their intrinsic value.

That is one difference between these five-dollar gold pieces and the electric automobile. Or should we use the past tense and say that *was* a difference?

For today, thanks partly to the innate common sense of the central station industry and partly to the activities of the Electric Vehicle Association, the old prejudice against the electric is passing. Central stations are beginning to see that electric transportation means gold coin to them. They are realizing that it's not a question of prejudice but of profit.

To attempt to state why the electric motor car has had such an uphill fight within the industry—why the men who should have been its stanchest supporters have remained its coolest critics—why central station new business men have struggled and sweat to sell percolators when they would not walk across the street to sell a motor car—would take many columns and lead to much bitter recrimination. The satisfying fact is that the keener central stations are now taking the next forward step and are studying the electric vehicle as a revenue-producer.

Of this fact the most complete evidence is supplied by the reports of the Convention of the Electric Vehicle Association of America held in Philadelphia, October 19th, 20th and 21st. Here the manufacturers, their agents, the central stations and the accessory manufacturers met upon a common ground. All are in search of profits. All appear now willing to waive the claim of infallibility and get busy. The manufacturers no longer raise hob in attempting to compel the central station to grant impossibly low rates for charging. The central stations no longer respond with demands for an impossibly cheap car. The two interests, once so divergent, both see things

from a broader, mutual, cooperative viewpoint, and both are working toward the common end—which is profit.

There is more meat in the Electric Vehicle Convention for the open-minded central station commercial man who is seriously studying the new business horizon, than in any trade gathering in recent years. The sole attempt has been to bring out the truth. Vehicle men, finally, have learned that an ounce of truth is more potent than a pound of vituperation, so instead of criticising and abusing the central stations they are bombarding them with facts—and, what is most important, facts which the central station man can grasp.

The occasion is certainly one of mutual congratulation. No person can do the electric vehicle as much good in his community as the commercial manager of the central station. No one can impose greater obstacles if he so wills. On the other hand, the electric vehicle, properly represented by local agents, offers an amount and type of load more desirable, probably, than any other single medium. An electric car of ordinary commercial class pays the central station more profit than 10 average residences, more than 50 flatirons.

The electric vehicle is the "next step" in central station commercialism. It will not be easy business to get: the ordinary dub solicitor can hardly be expected to become a transportation expert over night. But it is long-time, off-peak, high-profit business, well worth the study and effort it requires.

THREE-CENT FARE FAILURE

The fact that the three-cent fare charged by the Cleveland city railways has been increased should be given the widest publicity by every public utility man. The public ownership bug is not dead. The idea that utilities are grasping, rich and arrogant is not dead. The idea that all a politician has to do to win votes is to attack the utilities is as alive as ever. The way to overcome this influence is to publicise the failures of municipal ownership and management.

In the case of the Cleveland Railways, the "fare" is still three cents, but every transfer costs an additional penny, and the passenger who transfers twice pays his nickel just the same. It is estimated that 7,500,000 transfers will be issued annually under the new basis. It is said that with straight three-cent fares the traction lines have failed by some \$1,500,000 to meet expenses during the last four years.

N. E. L. A. ADVERTISING CAMPAIGNS

The Residence Service Campaign of advertising material, issued by the Commercial Section of the National Electric Light Association, deserves to be carefully studied and acted upon one way or the other. It is owing to the Association that central station new business managers either buy this material or tell why they do not.

The association has done what it believes

is a good piece of work by providing ready-made advertising for those companies which cannot afford to get out adequate material of their own, because of the high first cost. The various pieces included in the campaign are the work of some of the best advertising men in the central station industry. Their effort in behalf of their fellows is deserving of courteous treatment.

We do not agree with the issuance of these publications in competition with somewhat similar material, issued by regular publishers. For an association to enter the business of manufacturing advertising material for its members appeals to us in exactly the same light as a municipality going into the manufacture of gas or electricity for its citizens. We're agin it, but—

The Association's work has been treated with indifference. Members have skimmed the book of samples and have tossed it aside without giving the proposition any real consideration. That is unfair. Men who are working for nothing, for the good of the industry are entitled to better treatment.

LAND OF THE FREE

The opportunities for salary-boosting education, which are everywhere thrust upon the young men of the electrical industry, are exemplified in the article on window trimming printed elsewhere in this issue. In the article, also, are indicated some of the difficulties of those who do the thrusting. Providing high-class window trimming material, with plans and specifications for its use, is the least part of the work of those behind the movement. The real difficulty lies in wheedling the electrical merchants and their clerks into using the material when provided. The ancient saying to the effect that opportunity knocks but once should be revised to read, a new opportunity knocks every minute—and only those opportunities that come provided with a kit of burglar's tools ever get past the threshold.

THE LIGHTS STILL BURN

Some of the facts and figures adduced by our inquiry regarding the actual effect caused by the war in Europe, upon central station new business, are a bit startling to one who has breathed pessimism for two months.

One holding company reports 129 per cent increase in the number of old houses wired between August 1st and September 25th, 1914, above the number wired during the same eight weeks a year ago.

The wiring of an old house is a form of investment which most people would postpone if times were really awry. Folk who have managed to exist without electric light for thirty-five years are not picking a panic month as the time to plunge into what many of them cannot fail to believe is an extravagance.

The solid fact is that there is nothing the matter with America, nor with American central stations. If we had a security market, we would have something closely resembling a boom right now.

Valuable Hints for Vehicle Salesmen

At the monthly meeting of the New York Section of The Electric Vehicle Association of America, held at the United Engineering Building on September 30th, Mr. Ellis L. Howland, Secretary, Motor Truck Club (New York), delivered a very interesting and instructive address upon "Practical Ideals in Electric Vehicle Promotion. Mr. Howland said in part:

"Opinions may differ as to whether it was fortunate or otherwise that the first automobiles were pleasure cars and made their initial appearance on a race track. It tremendously impressed the whole future of the industry; stamped speed and luxury and sport and extravagance as the ruling factors and brought into the commercial side of the industry a type of salesman with selling ideals totally unfitted for the latter-day conditions. From a selling standpoint, it is probably true, as one man said to me a few days ago, that when it came to the commercial vehicle, the gas car salesman tried to sell his customers *automobiles* and the electric car salesman, electrical machinery—both failing to arrive at the exact middle viewpoint of the business man, who didn't care a snap about anything but the purchase of a practical, economical, understandable and efficient delivery utility. Yet the man who bought pleasure cars because they pleased his passing fancy and ignored cost, will split hairs in the purchase of a motor truck. It must "make good," like any other element in his commercial establishment.

"Then again, the introduction of the motor truck faced another obstacle. Men of means wanted pleasure cars; those same men did not want motor trucks. They were entirely contented with horse transportation, and their ideas of economy and competitive influence ran in grooves of horse service. It was all right to claim that one motor truck could displace three horse trucks, but to the business man that tripled the responsibility of each unit of his plant. If one horse went bad in his equipment of ten, he was handicapped only a tenth of his capacity; if it all depended on three motor trucks, he would be crippled one-third.

"Now these were real practical considerations of a practical penny-counting business man and before he would dispel them from his mind, he insisted on being shown that the new device was efficient, safe, economical, dependable and permanent.

"The buyer judged everything in the light of the horse and the dollar-and-cent cost basis. Foolishly, the average truck salesman accepted the challenge and the result was a lot of unfulfilled promises which created serious prejudices.

"Neither buyer or seller discovered, till after much experience, that the motor truck is not necessarily a creature of dollar-saving. The unit for judging motor trucks should be efficiency first; economy of operation, second. Motor trucks may or may not save money in delivery. However, they do mean better service, quicker service, more reliable service and more elastic service in emergencies.

"Motor truck designers have learned their lesson as well as the owner. They know that progress will best be served by adapting their product to the business man's needs. The business man knows nor cares little about technicality, but requisite capacity and power are big factors. He is willing that the builder make a chassis based on mechanical practice, but he prefers to have the body designed for his peculiar needs.

The buyer made the error of sticking to his horse ideals and trying to route and load motor trucks on the old basis. Experience

has pointed out his blunder and both he and the maker are now agreed that mutual interest demands that installation be intelligently gauged solely by the task on the one side and the capacity of the truck on the other. More attention is being applied to loading and unloading and routing efficiency than ever before and the body builder has come into the field as an entirely distinct factor in successful motor truck installation.

"The electric truck has been blessed with an ally of incalculable value—the Central station. Central stations are vitally interested in the promotion of electric vehicle installation; it means an immense outlet for their surplus current. Fortunately they have commonly been managed by business men of ability and what the electric vehicle industry owes to their assistance no one can calculate. They have made current available at attractive rates; they have liberally aided in advertising and selling electric vehicles; they have lent their local influence—and it is a big factor in establishing confidence—to the electric vehicle salesman and they have aggressively extended the battery-charging facilities so as to greatly expand the practical working radius of the battery-driven vehicle.

"Just what kind of argument should go into truck advertisements? I hear you ask. Business argument—of efficiency, and economy and reliability and superiority. Keep the prospect informed of what electric trucks are doing. Point out rational business reasons why motor transportation is superior to horses; what it costs; how much it has reduced costs for individual owners; how trucks are being adapted for new uses; what tangible improvements are being made in them; scientific adaptation of trucks to more efficient delivery systems; suggest the advertising value of trucks and argue away from the claim that they are necessarily cheaper. Show trucks that look alive and point out that men who have used your trucks are buying more of them. Credit the business man with having his mind on the business side of the topic.

"Much of the motor truck advertising and more of the so-called 'publicity' reflects little regard for the business man's intelligence and sense of discrimination. Newspapers, quite as much as vehicle men, have inherited bad habits from the early days of the automobile. One of these is that news columns are simply for use as press agent 'dope.' A conception like that is hardly complimentary to a newspaper's readers. If the 'copy' of the press agent is of value, or constructive, or interesting, it ought to be used for what it is worth; if not, a newspaper should not litter its columns with it."

"This Is Th' Life"

The life electric has found its way into the movies with a vengeance. Under the title "This Is Th' Life," the American Film Manufacturing Company of Chicago, offers a two-reel drama showing the advantages of electric service, or, to quote its Barnum-like poster, "An absorbing drama exploiting the advance of civilization—a transition from old to new, from ancient to modern, from perilous custom to immutable methods of scientific economy."

The feature is offered in the regular way to photo-play houses and there is nothing to indicate that the film has any advertising purpose.

There is a real story in the pictures, in which electric pumping for irrigation, electric utensils for reducing household drudgery, electric therapeutics for alleviating suffering

and electric table-ware are successfully shown. A real plot is developed in which a full cast of characters, including villain and comedian, play their allotted parts, the climax being a wedding-breakfast for two, at which the heroine offers the hero four



One of several posters issued to moving picture theatres to advertise the electric service film.

electrically soft-boiled eggs. Verily, this is th' life.

We do not know the system by which moving picture films are supplied to photo-play theatres but any central station man who influences a local house to put this feature on its program will be doing a neat piece of advertising of a very good sort.

Enter El Radio

An interesting new appliance has appeared in the line of the Hotpoint Electric Heating Company, Ontario, California—"El Radio"



a luminous radiator that sells at retail for \$5. This device as shown in the picture is constructed after a pattern quite different from prevailing types of radiator. It is made of pressed steel, finished in polished nickel. The heat is thrown out by means of a copper reflector and the radiator operates from a lamp socket and consumes 600 watts. El Radio measures 10 by 12 inches and weighs about 4 pounds and is easily carried about for service in the bath-room, nursery, or wherever a little helping heat is needed.

H. J. Hoover, who has been head of the gas commercial department of the Union Gas and Electric Company, Cincinnati, Ohio, for some time, has been placed in charge of the combined electric and gas commercial departments since the resignation of Parker H. Kemble, formerly manager of the electric commercial department.

Proving Up to Your Publicity

With Extracts from a Letter from A. S. Huey, Vice-President of H. M. Byllesby & Company



It would seem as though no public utility company could do itself more harm than by the practice of the long disconcerted attitude of "the public be damned;" and yet, as far as self hurtful influence is concerned, there is a worse mistake than that. It is the error of professing through printed publicity, the modern principle of courtesy and good service, and not maintaining the standard in the daily practices of employees. Every expression of publicity but serves to call and recall the attention of the community to the fault, and every ad becomes a busy boomerang.

The point is interestingly discussed in the following letter that came not long ago from Arthur S. Huey, Vice-President of H. M. Byllesby & Company, Chicago, a man known long and prominently for his vigorous impatience of all the moss grown habits and routines that stand a barrier between so many utilities, and a just popularity actually well deserved. The letter was written in the discussion of the general subject of proving up your publicity, and fitting routine to good service, rather than hobbling service by routine. The letter follows:

"It has always seemed to me," says Mr. Huey, "that a factor of paramount importance to the service company organization lies in the personality of the manager, his assistants and other subordinates. Too often we find exalted professions expressed in printed advertising and other ways, not lived up to by the manager and his staff. It is much easier to talk about the attitude of the company toward the public and its fairness and courtesy in all dealings with customers, than it is to put these doctrines into working practice every hour in the day and every day in the year. In order to convince the public that the company really means what it says, and that its spirit is really one of service for which it expects no more than a fair return, it is necessary for everyone connected with the company to prove up by his customary words and acts.

"There are a great many individuals who are temperamentally unsuited for the exacting service required by all representative public utility companies. The service company employee, in every capacity where he is called upon to meet the public, must expect to receive a certain amount of ill-temper and occasional abuse. If he is not capable of holding his own temper and maintaining an attitude better and fairer than his antagonist, he cannot expect to be really successful.

"More harm than most men realize arises from excessive system and foolish red tape. There is unquestionably a great deal more of it than is necessary in the office of modern service companies. In a little booklet, recently issued to the customers of the Minneapolis General Electric Company, appeared this paragraph: "Constant effort is made to eliminate 'red tape' and to meet the needs of the public quickly and satisfactorily." This idea is carried out not only in the book, but in working arrangements of this company. The staff is impressed with the idea that the rendering of good service promptly is paramount and that each customer of the company is entitled to courtesy and personal attention. Forms and blanks are reduced to the minimum and

it is immaterial to the company whether an application for service comes in signed on pink paper or blue paper.

"All companies must have routine working arrangements in order to give their customers the quickest and most efficient results, but it is absurd to penalize the customer in any way because he fails, willing or unwilling, to live up to the established regulations. A customer should never be bothered about such things. The employees of the company should be trained so far as possible to overcome such laxity on the part of customers and the "system" under which they work should be sufficiently elastic for them to do so without imposing delays or irritation upon the customer.

"Correct and sufficiently ample records are essential to any company in rendering good service, making prompt connections for new customers, running service wires, making extensions, etc. It is impossible to operate successfully without the establishment of a certain routine and the keeping of certain routine records. To create and maintain such routine on the right basis is a task that frequently will tax the ingenuity of the manager and his assistants, but the subject is well worth their time and best attention. Too often it is found that the routine breaks down under a stress or exceptions. One department will be overburdened, while another is looking for work etc. Meanwhile the service suffers. Details of this kind must be worked out locally.

"It is regrettable that municipal departments and some public service utilities have disfigured their bills and statements to customers with more or less harsh threats regarding prompt payments, cutting off service, etc. It is rare to find a municipal water-works bill not bearing the information that the water will be cut off if the bill is not paid within a certain time. Public utility companies frequently warn their customers in red letters "No discount will be allowed" after a certain date of the month and sometime add something peremptorily informing the customer that he must bring the bill to the office in order to get a receipt for same. Such legends on bills are unnecessary and do not secure the results intended. Fortunately the public is somewhat accustomed to them and they do not, therefore, cause the hostility which might be expected. More temperate wording will get fully as good results without running the risk of irritating the customer."

400 Searchlights at Panama Exposition

Four hundred searchlights will be used for spectacular lighting at the Panama Exposition. Of these, 100 are 30-inch, 200, 18-inch and 100, 13-inch. In addition will be the huge searchlight on Mount Tamalpais, 15 miles away, and a colored scintillator, with which many novel effects are expected to be produced.

Big Unit Building-Front Lighting

By A. L. POWELL

Probably no other development offered to the central stations came quite as thoroughly prepared with a selling plan as the so-called type C incandescent. From the first, it was presented as a business-getting proposition: the salesman could take it out under his arm and almost literally deliver it at the first call. The scheme of building-front lighting, while not new, was ideal for this unit and was adopted by the lamp interests as the quick-and-easy market which would enable lighting companies to get large numbers of the lamps in immediate service.

How well the plan succeeded, only the lamp men know. From coast to coast, type C units have been plastered over the fronts of business houses. The lamps have proven easy to sell, quick and cheap to install, and they give the spectacular result which catches the eye and carries the crowd with it. The wattage runs into big figures and the effect upon the public is to raise the popular standard of lighting intensity. Whether one agrees with the use of large units in this manner or not, all must admit that the building-front lighting campaign has been a success. Those central stations who haven't taken advantage of the opportunity have simply overlooked a bet.

It is not necessary, in considering this proposition, to restrict oneself to the main thoroughfares. Some of the most conspicuous installations, and most profitable, have been in secondary thoroughfares, in what are called "cheap districts." Others have been unusual installations where the salesman has taken advantage of extraordinary conditions.

Such a notable installation is to be seen in the accompanying picture. This is the Commonwealth Fish Pier, Boston, the largest fish pier in the world, measuring 1200x300 feet. Part of the five buildings on the pier consists of stores. The main avenue shown, as well as the rest of the pier, is lighted by 750-watt lamps in enclosing, diffusing fixtures. Not only is the passageway brightly and evenly lighted, but the building fronts make an attractive picture.



Effective use of new high-efficiency lamps for building front and street illumination.

A Different Note In Advertising

Comedy Stuff in Electric Show Announcements Not a Bad Idea to Adopt



HERE is a lot of solemn and ponderous flapdoodle written and spoken on this subject of advertising.

Some men insist that an advertisement shall be terse, crisp, full of staccato sentences and one-syllabled words. Others insist upon telling all they know (and a good deal that they only guess) in every printed appeal.

Some men are strong for dignity. They wish their advertisements to conform to the John Drew standard of good breeding, to observe the niceties, to be wholly, even obviously, genteel. Others assume an utter carelessness of diction and format. They lapse into slang; they split infinitives; and they allow the compositor a free hand in committing typographical crimes.

Every man, in short, acquires a set theory of one of the most subtle and elusive of commercial arts—a theory from which he will not deviate and which, right or wrong, soon stamps the advertising over which he assumes management with a sudden sameness discouraging to the reader and disastrous to results.

At this point, I cannot resist the temptation to interject a paragraph from the pen of my once friend, Worthington Holman, as showing with what quivering conviction a man may cling to an advertising ideal—or notion. Writing of a fellow ad-man, Holman avers:

"Whenever he prepares to write about a product or a proposition, he first dives down and digs that proposition up bodily by the roots. Remorselessly he pulls out all the facts, no matter how complex, untangles and analyzes them, thus reducing the entire subject to simplicity. Then he sets forth in a few plain sentences packed with meaning—sentences that strike like hammer blows on the deep silent motive-chords of human nature. Reading his simple sentences, as if by magic, the stillness of a new vision steals upon us."

If one were "reading his simple sentences" from a newspaper advertisement, while riding in the roaring subway, packed in among women wearing too much perfume and too few clothes, and day laborers smelling of too much booze and too few baths, I

can conceive that it would be some advantage when "the stillness of a new vision steals upon us." But, as a practical person, I am bound to say that Worthy has overplayed his hand. There is no such therapeutic quality to *any* ad copy.

Now, it is not asserted that analysis, simplicity and trip-hammer intensity are not components of some good advertising. The point to get is that plenty of good, effective, result-producing advertising can be concocted of other ingredients.

Which gets us down to the nub of this particular story—good advertising *may* be humorous.

The latest example is the series used by The Electrical Exposition and Motor Show in New York, some specimens of which are reproduced. They are a sort of cooperative series in which F. G. Cooper, the artist, Cyril Nast, the New York Edison advertising man, and W. G. Tucker, of the Tucker Agency, collaborated with excellent results.

The underlying idea was that the New York public has been so harrowed with war extras, with appeals for funds to alleviate misery, with double-dyed blue devils consequent upon the tragic squeals of Wall Street, and with losing the National League pennant, that a humorous series of ads would catch the popular fancy. Apparently, they were right. The ads have been the talk of the town—as near as anything can be the talk of a town as big as New York.

Of course, a good many people will not agree that these ads are worth setting into type. But that does not alter the fact that they are seen, read, talked about and acted upon. What more can be asked of an ad? And if it accomplishes what it was intended to do, who can say it is a poor ad?

Free Trip To Frisco

The Brooklyn Edison Company, which during two years has conducted competitions among the rank and file, to select one delegate to attend the National Electric Light Convention, announces the terms of the 1915 competition as follows:

Points will be credited for the writing of papers for presentation before the Company Section of the N. E. L. A.

Points will be credited to those taking

we've started something

We hate to be noisy about the U.S. Arsenal Exhibit, but honestly it's bang-up! You'll be loud in your praise of Uncle Sam's methods when you learn all about bullet making by electricity. This is one of the many Edison exhibits at

The Electrical Exposition and Motor Show
Grand Central Palace Lexington Ave and 46th St
October 7th to 17th

**neither overexposed
nor
underdeveloped**

An All-Round Exhibit

Focus your attention on these electrical photographic devices. The newest accessories, including the famous Type C nitrogen lamp, will figure in this most remarkable of photographic appliance displays. Don't miss the ruby glassed Edison Dark Room

The Electrical Exposition and Motor Show
Grand Central Palace Lexington Ave and 46th St
October 7th to 17th

part in discussions of papers before Company Section meetings, consideration being given to subject-matter, its arrangement and delivery.

Points will be credited for contributions to the Company Section Bulletin.

Points will be credited for the securing of Company Section members.

The competition opened with the October meeting of the Section and closes with that of April. It is open to all members of the Brooklyn Company Section of the N. E. L. A., excepting members of the staff council.

Kilowatts by Parcel Post?

A clerk in the postoffice at Khanki, India, bought an Osram lamp from the Indian office of the General Electric Company. His difficulties thereafter are explained in the following letter of complaint, which, on the whole, seems to be pretty well justified:

Khanki, 22/1/14.

Gentlemen—I have received to-day your Osram bulb, and paid the postman Rs 3/3/- for it. I am very sorry to say that neither a unit is sent with the bulb as ordered, nor any instructions are received to light the lamp. I have never used any electric lamp before, and am ignorant how and where to light it, how to put it out, and how to place it with a string, etc. I should be obliged if you would kindly give me these instructions now, and also some directions for its upkeep. You say in your catalogue that it burns one unit in fifty hours, and that unit costs As. 4; but I am at a loss to understand what this unit is and where from it comes. So if you sell this unit too, do not fail to supply it to me, and quote the price thereof by return post, as I can do nothing with the bulb alone.—Yours faithfully,

NAZEER AHMED, Clerk.

Salt Lake City Now A Bond & Share Property

The Utah Power & Light Company, one of the groups controlled by the Electric Bond & Share Company, has acquired the light and traction utilities of Salt Lake City. It is understood that the lighting business will be carried forward in the near future under the Utah Power & Light Company's management and that the traction business will be entirely divorced from it.

Practical Stuff For Salesmen

The National Lamp Works is issuing, through Mr. N. H. Boynton, some very practical and easily assimilated information on series circuits and incandescent lamps for street series lighting. The central station salesman, who has an eye on the job ahead, will do well to secure these publications. They comprise some mighty handy furniture for the new business man's attic.

**O, most
unusual**

Dentistry, but hardly electrical. Real wonders in electric appliances for dentistry and the general treatment of disease await your inspection at the demonstration arranged by The New York Edison Company at

The Electrical Exposition and Motor Show
Grand Central Palace Lexington Ave and 46th St
October 7th to 17th

Tucker Agency

Tucker Agency

Beer Vat Dryers for the "Movies"

Electric beer vat dryers have found a place in the motion picture industry. Recently the Standard film company called upon the



The drums on which the films are dried by electricity.

Yonkers Electric Light and Power Company for service for four of these heating units which were shortly after installed in the drying room of the Company's Yonkers studio. It seems that the humidity during the early summer caused a great deal of trouble with the Standard company's films retarding the drying process and putting the work behind time generally. Indeed the situation became so grave that "releases" were being made several days late simply because it required seven or eight or even ten hours to complete a batch of films that should have been off the drying drums and ready for distribution in half the time.

In desperation the management sought some heating device that would rid the air of moisture and at the same time be absolutely safe when maintained in the same room with thousands of feet of highly inflammable film. The beer vat dryers were suggested, and four of the 3,000 watt variety were secured. These were installed in one end of the drying room and placed in a position so that their heat could be circulated across the surface of the large drying drums.

In the Standard company's drying room there are four drums each of which is twenty-seven feet in circumference. These drums are made of laths of soft pine laid several inches apart, thus permitting the heat to get into the drum and work on both sides of the films.

The wet films are wound on the drums, emulsion side out, and when all are laden with newly developed photo plays, an electric motor is started and the drums begin to revolve very rapidly. Soon after the motor is in operation current is turned into the beer vat dryers and heat is circulated across the surface of the films. This new expedient has been found very satisfactory, for the warm air absorbs the moisture in the films and inside of an hour a complete batch of "releases" is dried. Under former conditions it would have taken at least two hours and on humid days from seven to ten hours to do the work. This quick drying process also has the effect of toughening the celluloid which if permitted to remain wet more than two or three hours becomes water-soaked and very easily torn.

A Booklet with Brains

A new Westinghouse booklet, "Lighting the Modern Home," strikes a fresh note in lamp advertising and reflects much credit upon its author, Mr. E. Reid.

The striking feature of the booklet is the home-like atmosphere of the illustrations, which depict real people living in actual rooms and doing things in a natural, unaffected way. In an industry which has had more than its share of the *New York Clipper* style of actorine illustration, the change is as striking as it is refreshing. Nor does merit end with the illustrations: the copy is both interesting and convincing, containing information and facts. The central station ad-man who has "gone stale" writing and re-writing the usual verbiage about electric light, will find in Mr. Reid's little Westinghouse lamp brochure, a new viewpoint and fresh inspiration.

Miniature Transformer for All-Night Lamps

The demand for an electric light, which could be burned all night without too much light and too great a cost for current, has led to the development of the Nite Lite transformer lamp, produced by the General Electric Company.

The device consists of a miniature transformer, contained in a brass shell, and a miniature Mazda lamp. It operates on any



alternating circuit of 100 to 125 volts and 50 to 140 cycles. It is installed by simply screwing it into the standard lamp socket.

The cost of operating a Nite Lite transformer, for ten hours, at the average cost of electricity is less than four-tenths of a cent. The device is especially adapted to the illumination of door numbers, sick rooms, nurseries, bath rooms and closets.

Commercial Section Membership Plans

A strong committee, head by John G. Learned of Chicago, is already at work upon plans to increase the active membership of the Commercial Section of the National Electric Light Association.

Several years ago the benefits conferred by the Section were largely psychological; but policies inaugurated by E. W. Lloyd when he led the new business movement have finally developed to a point where membership in the Section is a matter of pride with those who are fortunate enough to belong.

This year the Section is again in very able hands. Chairman E. L. Callahan, as commercial manager for H. M. Byllesby and Company, has a wide experience in the business-getting problems of cities, both large and small. He will make his administration of value to the whole body of commercial men, as his appointments of committeemen already indicate.

An enthusiastic membership is the basis of any successful cooperative movement. The Commercial Section's new Committee on Membership is not seeking mere numbers; it is looking for the ambitious new business men who appreciate the value of association with the leaders of the industry and who can make their power felt by active participation in the Section's development work.

WE CAN HELP YOU TO SELL AND INSTALL STREET LIGHTS



We offer you the benefit of our experience in the preliminary work of securing White Way installations. We can save you time and expense. We can insure you an installation that will have no regrets.

Ornamental Lighting Poles

are designed to add beauty to your streets, but they do far more. They help make your town prosperous by attracting business.

This particular design of pole is for the high efficiency Type "C" Mazda Lamp.

Let us tell you more about our product and service.

ORNAMENTAL LIGHTING POLE

POLES FOR ALL TYPES OF LIGHTING
• 114 LIBERTY ST. NEW YORK •

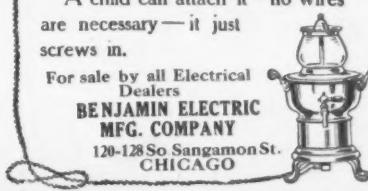
An extra socket
without extra wiring.
Two outlets for one
This Is It

BENJAMIN PLUG CLUSTER

doubles the working capacity of your sockets. Where you want two lights or want to retain one light and attach an extra wire to some store or household electric device—portable lamp, toaster, curling iron, cigar lighter, fan, coffee percolator, etc.

A child can attach it—no wires are necessary—it just screws in.

For sale by all Electrical Dealers
**BENJAMIN ELECTRIC
MFG. COMPANY**
120-128 So Sangamon St.
CHICAGO



ELECTRICAL MERCHANDISE

"SELLING ELECTRICITY"

VOLUME XIII NOVEMBER, 1914 NUMBER 11

PUBLISHED MONTHLY BY THE RAE COMPANY

FRANK B. RAE, JR., President and Treasurer

EARL E. WHITEHORNE, Vice-President

Publication Office: American Building, Brattleboro, Vermont.

Editorial and Advertising Departments: 17 Madison Avenue, New York City. Telephone: 7629 Madison Square.

Entered as second-class matter, February 28, 1906, at the Postoffice at Brattleboro, Vermont, under Act of Congress of March 3, 1879.

STATEMENT OF THE OWNERSHIP MANAGEMENT, CIRCULATION, ETC.

of ELECTRICAL MERCHANDISE, published once a month at Brattleboro, Vermont, required by the Act of August 24, 1910.

Editor, Frank B. Rae, Jr.

Managing Editor, Earl E. Whitehorse.

Business Manager, F. B. Rae, Jr.

Publisher, The Rae Company.

Owners:

Frank B. Rae, Jr., 17 Madison Ave., New York City.

Earl E. Whitehorse, 17 Madison Ave., New York City.

John G. Learned, 137 So. LaSalle St., Chicago, Ill.

W. C. Andrews, East Orange, N. J.

Electrical Pub. Company, 90 West St., New York City.

Known bondholders, mortgagees, and other security holders holding 1 per cent or more of total amount of bonds, mortgages, or other securities:

Vermont Printing Company, Brattleboro, Vt.

V. R. Lansingh, Cleveland, Ohio.

W. F. Minor, Cleveland, Ohio.

Robert Kuhn, Detroit, Mich.

[Signed] F. B. Rae, Jr.

Sworn to and subscribed before me this 30th day of Sept., 1914.

JAMES A. FLEMING,

Notary Public.

(My commission expires March 30, 1915.)



Aeroplane and Fan for Windows

BY GEO. W. RAUCH,
The Empire District Elec. Co., Joplin, Mo.

We have devised a very effective window display by the use of a toy monoplane and a concealed electric fan. This monoplane consumes about three feet in length and is driven by a twisted rubber band.

The display is made by suspending the little air-ship from the window ceiling and hanging beneath it an electrical household appliance, choosing a device that is prominent in the floor display below. Then conceal an electric fan within a box used in the display and point it straight at the air-ship. The current of air from the fan will cause the air-ship propeller to revolve rapidly but without any cause noticeable to the onlooker. This makes a very interesting and effective window.

Yellow Mazda Journalism

The National Mazda Stimulator issued a "war extra" on October 15th, containing the latest news of the battles between the powers of Darkness and the National Lamp Works of General Electric Company. The action seems inconclusive at this date.

Use This Rubber Stamp

THIS CHRISTMAS
GIVE
SOMETHING
ELECTRICAL

Price 55 cents

E. W. BRYANT, 555 W. 156th St., N. Y. City

Hunting More Per Capitas

Too many lighting companies are so busy trying to increase their income *per capita* that they forget the importance of working for more *per capitae*. Two dollars per capita is only \$200,000 per year gross in a city of 100,000 population, but it's a half million in a city of 250,000.

For a long time Mr. Doherty and the executives of the Denver Gas & Electric Light Company have studied and worked to increase Denver's population. The great irrigation project was primarily designed to give the city a suburban population which it has always lacked.

Recently, in a circular advertising a gas appliance, a postscript to the letter read as follows, and an attractive picture postcard was enclosed:-

"There are 40,000 families living in Denver. If someone in each family would take the trouble to tell his friends east or west about Denver, we would soon double our population with very desirable residents. To help along in this direction, won't you please send the enclosed postal to some friend who might be induced to locate in Denver?

"The information on this postal will at least make your friend desirous of seeing Denver in 1915. We all know that the tourist who comes to Denver is usually anxious to some day make his home here."

Co-operators After South America

The Society for Electrical Development has arranged for the services of a competent electrical engineer to represent its members in South America. The representative selected has wide experience in Latin countries and will have charge of the interests of non-competing manufacturers, among the Society's membership, who may wish to take advantage of the present opportunity for expansion in a market heretofore largely controlled by German and English firms.

Boston Edison Gets the New Houses

Of approximately 12,500 new residences erected within the territory of the Boston Edison Company within the past four years, almost 70 per cent, or about 8,750 are wired and of these practically all are using Edison service.

\$3 1/2 FOR A NEW 6 1/2% ELECTRIC IRON

\$1.00 PAID YOU ON EACH PURCHASE FOR YOUR OLD IRON

The Old Must Give Way for The New—It's Electric

WE WILL BRING YOU ONE—AND ALLOW \$1.00 FOR AN OLD IRON IN EXCHANGE.

Your New Electric Iron Really Costs You Only \$2.50.

HOT IN THE RICHT SPOT—WHERE THE WORK IS.

PHONE OR CALL AT THE NEAREST STORE FOR DEMONSTRATION AND QUICKE DELIVERY

The newspaper ad that sold a thousand irons. Look it over and ask yourself why.

A Clever Shaving Light

A new and unique development in portable lamps is the Mirrolite, consisting of a circular mirror, a metal reflector, lamp socket, silk cord and attachment plug. The socket is mounted on the base by a hinge joint; the mirror, six inches in diameter, is supported by three clips, flush with the opening of the reflector, and is surrounded by an open



space of one inch, through which the light is diffused.

The Mirrolite was originally designed for the man who shaves himself, however, after the clips have been released and the mirror removed, the Mirrolite makes a very convenient all-round portable. A plug on the base provides for hanging it on the wall. The unit is manufactured by the Holophane Works of General Electric Co., Cleveland.

Opportunity For Southern Central Stations

Southern central station men would do well to read carefully the October issue of Cotton magazine. Practically the entire issue is devoted to fire prevention—a mighty vital subject to the cotton owner. The agitation is one which the central station man can foster to advantage, both as a business-getting proposition and a contribution to the prosperity of his territory.

Electric Sweeper Sales Argument

A factory inspector, speaking before the Tuberculosis Conference at Leeds, asserted that ordinary sweeping of floors is more dangerous than spitting, as a method of spreading the white plague. The report states, "When one thinks of the filth carried into our houses from the streets by our boots, ladies' skirts and the air, it is easy to realize how the dry brooms, used for cleaning in the majority of houses, only serve to stir up the disease germs." It was suggested that the use of vacuum cleaners be made compulsory.

Homely but Efficient

A single two-column newspaper ad sold 1,000 flatirons. Not alone, of course, but the inquiries and stimulation of this single effort of L. D. Gibbs, Superintendent of Advertising of the Edison Electric Illuminating Company of Boston led to the sale of approximately 1,000 irons during the month of August and the end is not yet.

The Edison Company's amateur statistician offers some interesting figures on the flatiron situation of that city. It is known that there are, in round figures, 15,000 electric flatirons on the company's lines. These replaced 45,000 old style sad irons weighing on an average six pounds apiece, making 270,000 pounds of iron relegated to the junk heap.

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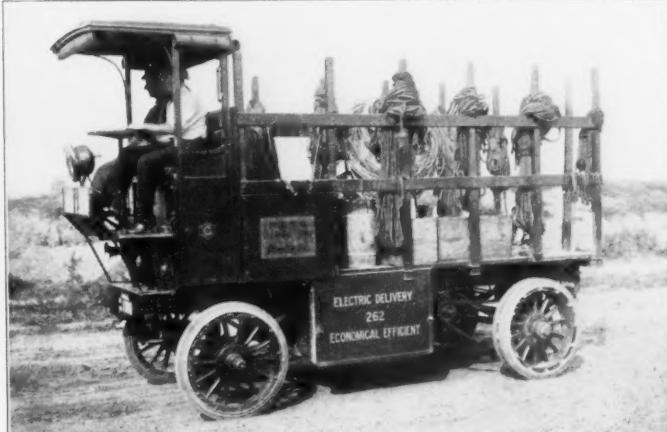
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They Totally Eclipse Horse Wagon Performance

PERHAPS you feel like another Central Station man: "*Electric trucks are all right in their place, but they are useless in line work because of the long waits.*" The picture below illustrates the fallacy of this argument. The "New York and Queens" has *seven* 2-ton G. V. Trucks, 4 like the one illustrated. They cover a lot of ground and are on the "hump" constantly, towing 60 foot poles, for example, in addition to their regular work.



2-TON G. V. ELECTRIC. Speed 9 miles; mileage 45-50

G. V. Electric Trucks are Best for Central Station Service

WE build tower wagons, pump wagons, emergency wagons, winch equipped trucks, meter wagons, utility wagons, etc., etc. Tell us what you want and if it is practical we will build it.

WE would like to tell you what a 2-ton general utility Electric can do for you in general repair work, moving supplies, etc., etc. Actual time studies, cost figures and photo of the truck on request. *Ask for catalogue 07-95.*



GENERAL VEHICLE COMPANY, Inc.

GENERAL OFFICE AND FACTORY
LONG ISLAND CITY, N. Y.

NEW YORK

CHICAGO

BOSTON



PHILADELPHIA

Big Business was War-Scared

BUT THE BUTCHER, BAKER AND BARBER ARE STILL ON THE JOB

Go after the small sign-buyer. His name is Legion. His shop is Everywhere. He can't afford to spend \$75.00 or \$100.00 for a "regular" sign, but he is ready right now for an electrical display that will fit his needs and pocketbook. While the war lasts

Valentine Specializes on Small-Business Signs

We have made up and have standardized a number of lamp-studded ovals, circles and other shapes into which are fitted painted centres, which sell at \$5.00 to \$15.00; outlined panel signs to sell at \$25.00 and \$30.00; and various trade devices, such as barber chairs, chopping blocks, etc., outlined with a few lamps, to sell at from \$15.00 to \$50.00 each.

There are thousands of small businesses which want and will buy these less expensive signs. There is a margin in the sale for the solicitor. There is current consumption, considerable in the aggregate, for the central station.

So long as big business suffers from war-scare, go after the smaller sign buyer. He has the price and the inclination to buy NOW. We know, because we have loaded our factory with this class of business within the past few weeks.

Adapt your sales effort to conditions and you will never complain of poor business. Others are selling these small signs. You can. Start now. Write for sketches.



**VALENTINE
ELECTRIC SIGN COMPANY**

ATLANTIC CITY, NEW JERSEY